Automotive News

OCTOBER 19, 1992

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Cut, cut: 6 months after the coup

Smith's finance guys race GM against time

PHIL FRAME
Staff Reporter

In his six months as president of General Motors, Jack Smith has relentlessly focused on creating the new North American Operations organization and on cutting costs.

"It's all about cost cutting," a senior GM executive said last week. "Everything we do relates to that."

Men with backgrounds in finance have filled the top spots at Jack Smith's NAO. At least six of the top Smith appointees worked together on the New York financial staff in the early 1970s, and other finance men from Detroit have been elevated under Smith.

But Smith's cost-cutting is racing to stay ahead of GM's worsening market performance. In the first six months of 1992, GM's fortunes worsened as the North American market remained flat.

Financial analysts think that later this month, GM will report a third-quarter loss of up to $800 million. The fourth quarter is expected to be worse.

Meanwhile, labor unrest threatens Smith's plans. Strikes at two plants wounded GM briefly in August and September. Settlement of a contract at a parts plant forestalled a strike that would have shut down every GM assembly operation in North America.

The United Auto Workers union wants to save jobs, but GM knows it has to cut back if it is going to survive. The imperative was clearly identified in a report two weeks ago by Harbour & Associates, a manufacturing consulting firm based in Troy, Mich.

Chrysler looks profitable ➤ 3

The Harbour report said GM needs to cut 60,000 production jobs to become competitive with archrival Ford Motor Co. The report said GM could save $4 billion a year in the process.

There are no signs that GM will get any relief from increased car and truck sales. The economy is stagnant, consumer confidence is low and GM has just three new cars in the 1993 model year after introducing 15 redesigned cars and trucks a year ago. The next significant product push for GM comes in the 1994 model year.

GM's outlook seems so bleak that rumors surfaced in Detroit and New York two weeks ago that the company was considering filing for reorganization under Chapter 11 of the bankruptcy code.

Financial analysts flatly discounted that GM would consider such a tactic, and GM issued a strong denial.

"This is a perfect example of an irresponsible rumor," a GM spokesman said.

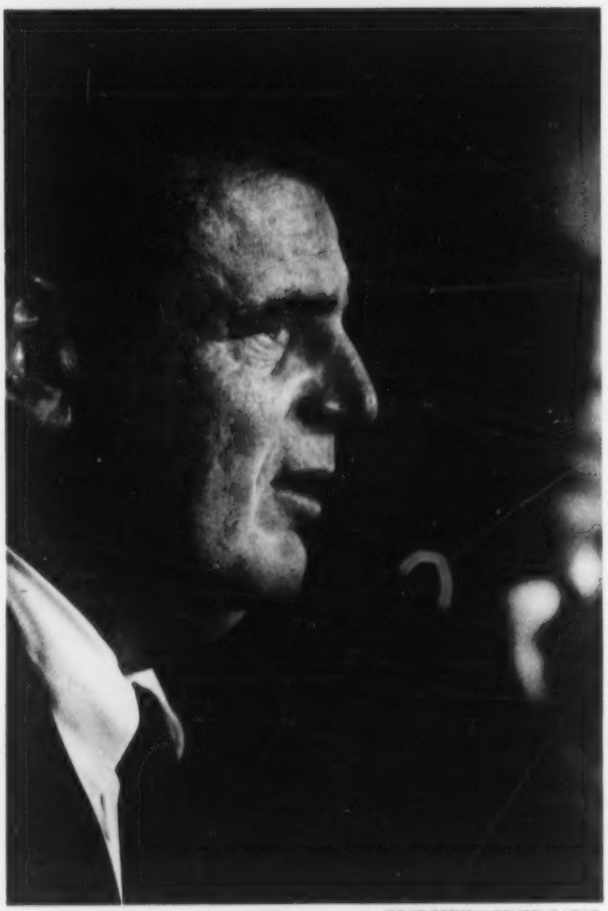
The spokesman said GM is encouraged by the results of its continuing cost cutting.

For all the reorganizing and cost cutting that has gone on in Smith's first six months, the company seems to be mired in an unforgiving marketplace.

Underlying GM's actions is a fundamental shift in policy that Smith engineered almost immediately after the GM board named him president April 6.

The new motto became "profit first," replacing the goal of "raising market share profitably" that Chairman Robert Stempel set

see SMITH, 50



JOE WILSSENS/AUTOMOTIVE NEWS

Since taking over in April, GM President Jack Smith has battled a sluggish economy and labor unrest in his quest to slash the automaker's costs.

GM, UAW discussing early-out program

LIZ PINTO and
JACK KEEBLER
Staff Reporters

In a bid to avoid a costly confrontation over layoffs and income-guarantee programs, General Motors and the UAW are discussing an early-retirement program that could help the carmaker shed thousands of blue-collar workers.

Although such a program would be enormously expensive upfront, it would save money by reducing — and possibly eliminating — GM's payouts for income-guarantees in later years.

The programs, which pay 95 and 100 percent of a laid-off worker's salary and benefits for up to three years, cost the automaker $4.4 billion in the 1990 contract.

About 18,400 workers were in the program at the beginning of September, double the highest monthly total in 1990.

Rank-and-file pressure to extend the programs has grown since February, when GM announced it will shut 21 plants and cut 60,000 blue-collar jobs by 1995.

GM, as a matter of policy, does not discuss labor plans before informing employees. But the company said last week that discussions with the UAW about accelerated attrition are ongoing.

see JOBS, 50

news

IRS ends audits of Ford dealers

DEARBORN, Mich. — Ford dealers are off the hook with the Internal Revenue Service as a result of a settlement between the automaker and the IRS over extended service contracts its dealers sold between 1985 and 1989.

The IRS has agreed to halt audits of Ford and Lincoln-Mercury dealerships, to not fight dealers in tax appeals and to refund tax and interest amounts already paid by dealers on extended service contracts.

The IRS has audited hundreds of Ford dealers and assessed back taxes and interest on Ford-backed extended service contracts sold by dealers between 1985 and 1989. The IRS said dealers owed more taxes because in those years Ford contracts made the

see LATE NEWS, 2

VP debate raises question on CAFE, jobs

Quayle takes aim with dark scenario

MAX GATES
Staff Reporter

WASHINGTON — Fears about job losses stemming from higher fuel economy standards were stretched to an extreme during last week's vice presidential debate.

Vice President Dan Quayle raised the subject Tuesday in a charge against Democrat Al Gore, who has endorsed a bill to raise corporate average fuel economy standards to 40 mpg by 2001.

Quayle said: "You ought to ask somebody in Michigan, a UAW worker in Michigan, if they think increasing the CAFE standards, the fuel economy standards, to 45 miles a gallon is a good idea — 300,000 people out of work."

True? Maybe. But the vice president added five miles a gallon to the proposal of his opponent, and he took the worst case scenario from the Motor Vehicle Manufacturers Association to come up with a job loss figure.

In a March 1992 fact sheet labeled "Jobs at Risk," MVMA said the "potential adverse impact" of a 40 mpg CAFE standard would be the loss of 150,000 to 300,000 jobs.

The fact sheet's origin was in a 1990 analysis done to combat proposals in Congress. Sen. Richard Bryan, D-Nev., wanted a 40 percent increase in CAFE, and Sen. Gore was a co-sponsor. MVMA said that raising CAFE as the Bryan bill proposed "would result in a loss of 200,000 auto industry jobs" by 1996. The association said an additional 10,000 jobs would be lost in the year 2001, when the second of two steps in the new standard would take effect. The cur-

see VP, 52

Owners of 21 Club buy 31-franchise auto group

ARLENA SAWYERS
Staff Reporter

Emco Motor Holding Inc., a subsidiary of the company that owns New York's famed 21 Club, said last week it had acquired majority ownership of the 31-franchise DiFeo Automotive Group of Jersey City, N.J., for $75 million.

The transaction, one of the largest U.S. dealer takeovers ever, puts Emco in the retail automotive business for the first time.

Emco is a subsidiary of 21 International Holdings Inc., which owns the 21 Club in New York and Foamex, a manufacturer of polyurethane foam that is based in East Providence, R.I. The DeFeo franchises are expected to generate sales of $550 million in 1992, or nearly 7 percent of the total metropolitan New York market, according to J.D. Power and Associates, a marketing information company in

see EMCO, 53

Move 'em out

Those sparkling new 1993 cars and trucks don't sell themselves: Behind those flashy advertising campaigns are months of expensive research and hard work. That story, plus a directory of marketing information and a list of the top marketing execs in the U.S. auto industry, appears in *Automotive News Insight*, which follows Page 28.

Automotive News

DUEL FOR NADA POST
Maine dealer elected first vice president. PAGE 4

MERCEDES THINKS SMALL
Front-drive car below 190 class under consideration. PAGE 4

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Discount on damaged Nissans thrills dealers. PAGE 6

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NOT YOUR DAD'S VOLVO
850GLT campaign stresses fun, not tradition. PAGE 8

NUMMI STILL LABOR MODEL

▲ GM, Toyota each gain from joint venture. PAGES 38, 39

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Europe car sales rise 7.2%; Japan's dip 4.4% PAGE 47

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correction

A Sept. 21 story on Page 14 misspelled Wingham, Ontario.

JIM DUNNE/POPULAR MECHANICS

Clean look at new Mustang

This shot has been retouched to remove the camouflage on this 1994½ Ford Mustang prototype. The base rear-drive coupe reportedly will have a 3.5-liter V-6. Options may include a 5.0-liter V-8 and a limited-run, 320-hp high-performance version of Ford's modular V-8.

HANS G. LEHMANN/HIDDEN IMAGE

Firebird's tail feathers

Here's a look at the rear styling on an undisguised prototype of the forthcoming Pontiac Firebird. The official debut is expected at the Detroit auto show in January.

latenews

CONTINUED *from* PAGE 1

dealer the obligor.

The IRS expanded its net to include dealers selling extended service contracts through independent administrators. The Ford settlement does not include those contracts.

Ford apparently paid the IRS an undisclosed lump sum to settle back taxes and interest on behalf of dealers, according to sources close to situation.

The automaker told dealers it will assist them in obtaining a refund of tax and interest paid to the IRS.

— *Charles M. Thomas*

VWoA ups parts reimbursement

AUBURN HILLS, Mich. — Volkswagen of America Inc. said last week it will increase the rate at which it reimburses Volkswagen and Audi dealers for warranty parts.

Effective Jan. 2, 1993, reimbursement for parts used in warranty repairs on 1993 model year vehicles will be dealer cost plus 35 percent. Reimbursement for parts used in warranty repairs on 1994 and subsequent model year vehicles will be dealer cost plus 40 percent.

VWoA will continue to reimburse dealers at the current rate of cost plus 30 percent for warranty repairs on model year vehicles prior to 1993 and warranty repairs performed prior to Jan. 2.

— *Arlena Sawyers*

CAMI resumes labor talks

Negotiators at CAMI Automotive Inc. returned to the bargaining table last week to resolve a month-long strike.

The talks resumed just days after both sides indicated that their positions were too far apart to continue negotiating.

Spokeswomen for CAMI and the Canadian Auto Workers said there had been no change in either stance as the talks resumed.

Negotiations broke down over compensation and grievance issues on Sept. 14.

CAMI is a joint venture between General Motors of Canada and Suzuki Motor Co. Ltd. in Ingersoll, Ontario.

Just before talks resumed, the CAW voted to approve a "dues assessment" that would have asked union members at GM's other Canadian plants for financial support for the 2,000 CAMI workers.

— *Lindsay Chappell*

Volvo trims 1993 build

GOTHENBURG, Sweden — Volvo Car said last week it will trim its planned 1993 model production by 12,000 units to 223,000, and will decide by November whether to close two of its three Swedish plants.

The two plants, at Kalmar and Uddevalla, each employ about 800 and have combined single-shift production of 45,000 units. Production would be shifted to the Torslanda plant in Sweden.

Volvo, with current capacity of 350,000 units, produced 204,000 1992 models.

More cars for Vietnam

TAIPEI, Taiwan — San Yang Industrial Corp. has become the latest overseas company to strike a deal to build cars in Vietnam.

San Yang, Taiwan's largest motorcycle manufacturer and a licensee of Honda technology, said it will invest $55 million in a plant. The first phase of the project will be just the assembly of motorcycles, but San Yang plans to add car production later.

Emissions rule pact signed

DETROIT — Officials from four domestic vehicle makers, the EPA and the California state government last week signed a landmark agreement to jointly develop technology to monitor and enforce future emissions standards.

The accord also will try to improve and standardize state and federal emissions tests. According to Rick Middleton, a Chrysler Corp. engineer involved in the consortium, new-car emissions will be so low in the second half of the decade that engineers do not now have equipment accurate enough to measure them.

The project, signed in Santa Clara, Calif., is expected to run for about three years.

The Big 3 and Navistar International are participating.

— *Jack Keebler*

Corvette gets run-flat tires

Chevrolet said last week it will install Goodyear run-flat tires on a few 1994 Corvettes and make them standard equipment on 1995 Corvettes.

Goodyear says a Corvette can travel up to 200 miles at 55 mph with zero inflation pressure in the tires. Carmakers like the idea because it gives drivers a measure of safety without requiring a jack and a spare.

The secret to the Goodyear Eagle EMT (extended mobility tire) is an extra beefy sidewall. Goodyear says there is no loss of fuel economy.

— *Jack Keebler*

Mercedes OKs Ssangyong deal

SEOUL — Mercedes-Benz will provide South Korea's Ssangyong Motor Co. with technology and know-how to build the Mercedes-Benz 3.0-liter M104 series and 4.0-liter M111 gasoline engines.

This broadens the scope of the technological cooperation started between the two in February 1991. The original agreement licensed Ssangyong to manufacture Mercedes-Benz's MB100 light-commercial vehicle, diesel engines and transaxles.

The gasoline engines will be fitted on Ssangyong's current and future sport-utilities.

— *Oles Gadacz*

briefly

Dealers lust for Saturn

Saturn has climbed to the top of another list. The sales-per-dealer leader is now the most desirable franchise in America, knocking off **Lexus** after a two-year reign. The dealer attitude survey by the National Automobile Dealers Association ranked Lexus No. 2 and **Infiniti** No. 3. "In fairness to Saturn, they've done a lot of things right," said Robert Franciono, NADA industry relations director.

SATURN-SAN — General Motor's Saturn Corp. is pushing capacity at its Tennessee plant already, yet it wants to sell Saturns in Japan. **Isuzu Motors Ltd.**, GM's junior partner in Japan, has a half-empty plant in Fujisawa. A GM official in Tokyo has put the thoughts together, and says there is a long-shot possibility of Saturn assembly at the Isuzu plant.

KEEP 'EM HAPPY — Last year, the National Automobile Dealers Association learned that having a star speaker — Stormin' Norman Schwarzkopf — raised attendance at the final convention session, from 800 to 5,000. So for the New Orleans convention's closing session Feb. 9, organizers invited the United Kingdom's ex-prime minister, now Lady, Margaret Thatcher. (She joined the House of Lords in June.) Our sources say she'll be paid more than the $50,000 the general is supposed to have received as a stipend.

ANOTHER ANALYSIS — Take that family sedan segment, equip 1993 models similarly, and what do you get? Runzheimer International, the Wisconsin consultancy that tracks such things for fleet buyers, says total annual fixed and operating costs (based on 20,000 annual miles) are:

Honda Accord DX $6,678
Toyota Camry DLX 7,250
Chevrolet Lumina 7,824
Ford Taurus GL 8,040

Note: The Chevy and Ford have V-6s, the Honda and Toyota have inline fours.

HAIL, NISSAN — To sell 23,000 discounted vehicles damaged by acid rain, **Nissan Motor Corp. in U.S.A.** decided to take dealer orders by phone. You could hear the sighs of relief. Last May, after hail damaged 4,700 units at its Dallas distribution yard, Nissan organized a foot race. At the sound of the starting gun, dealers or their appointed employees ran through the fleet, claiming cars by ripping price stickers off windows. "I thought it was insane," said Neil Huffman, a Louisville, Ky., dealer. "I really wish we'd gotten more Maximas in Dallas, but my used-car manager couldn't run fast enough."

LEE LOOKS WEST — Lee Iacocca, now 68, will remain the part-time chairman of **Chrysler Corp.'s** executive committee after he retires Dec. 31, but he'll consider only big pictures. "If somebody wants to do a big alliance, or a partial merger, something like that, we'll talk about it," said Iacocca. But he wants to goof off, too. "I can't remember anything happening in my life that isn't related to a model year. I've got two houses out West that I never visit, and I want to live in them a little while, in Aspen and Palm Springs. I want to play some golf, stuff like that."

Iacocca: time to goof off

Dealers finding profit in clearcoat paint fixes

Small investment brings big results

DALE JEWETT
Service Editor

More dealers are turning to detailing as a quick and easy fix for sagging profits and improving customer satisfaction.

In a recent *Automotive News* survey of dealer service managers, almost two-thirds said their dealerships offer detailing service, and 93 percent of them rated it as "very" or "somewhat" profitable.

Arnold Palmer Cadillac in Charlotte, N.C., for example, runs six to eight cars a day through its detailing center at $100 per. Sales Manager Troy Winkelmann figures a 50 percent profit on each car while maintaining a three-person staff devoted to detailing.

Until recently, the service has been available primarily at luxury car and large multi-franchise dealerships. But as backshops are being counted on to generate more profits, more small and medium-sized dealerships are considering the service.

"Customer satisfaction is the name of the game — the only game in town these days," says Peter Laitmon, a consultant for Meguiar's Inc., which makes finish repair and polishing products for the industry and consumers.

"When a dealership can take a customer's car, point out a flaw and say, 'We can fix that without repainting the car,' that customer is going to be happy and will want to come back," Laitmon says. "There are opportunities driving in the service door every day."

The use of clearcoat paint systems has grown rapidly as car buyers are attracted by the "wet look" finish the two-part process provides.

A clearcoat paint finish is susceptible to many types of damage, including:

- Etching from environmental fallout such as acid rain, which leaves marks that look like water spots.

Recently, Nissan Motor Corp. in U.S.A. said the clearcoat paint finishes on about 17,000 new cars was damaged by acid rain. Chevrolet, Toyota, Honda, Chrysler and Ford have all reported similar problems.

- "Dust mites," small imperfections in the finish caused by particles of contamination that are trapped beneath or in the clear paint coat.
- Scratches and swirl marks from belts brushing against the vehicle; brushes from automatic car washes; and marks left behind from improper washing and polishing.

The clearcoat can magnify these marks when viewed at an angle in bright light, particularly on cars with dark base coat colors.

"In the old days, you'd have to sand and repaint car," says Winkelmann. "With clearcoat you can get away with a lot more.

"I know that GM hired a paint guy away from BMW and he's a real fanatic about imperfections. The cars we're getting from the factory now are a lot better," Winkelmann says.

Several companies, most notably Meguiar's and DuPont, are offering polishing systems that remove minor imperfections from the clearcoat without repainting.

"If you can save the factory paint, it cuts down on a major warranty cost and improves looks and value of the vehicle," Laitmon says. "But the service writer is the key guy. He's on the firing line with customers."

Training is important to prevent the paint job from being damaged by removing too much of the clearcoat.

"You've got to know how to work clearcoat paints — what to look for, how to fix it and what to point out to the customer," Laitmon says. "I figure 93.5 percent of dealers are not detailing. I say they should feel guilty."

Laitmon says a dealership can get started detailing with a $100 investment and a buffer. Service groups at most automakers, and Meguiar's, offer training courses.

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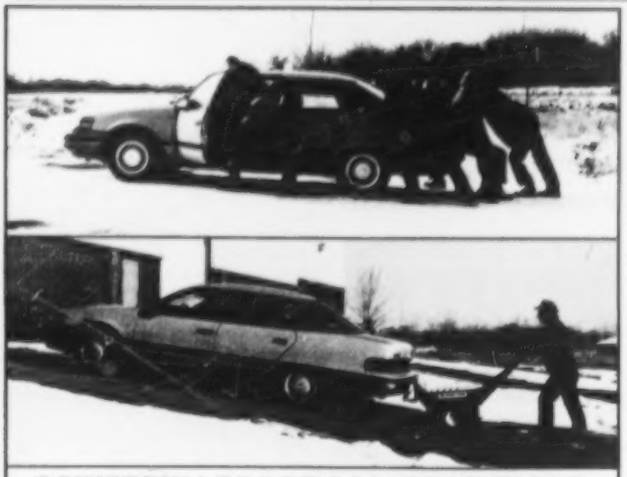

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in brief
SERVICE

134a compressors get special service

DETROIT — General Motors has set up a special service program for 1993 model vehicles equipped with the new R-134a air-conditioning compressor.

Under the program, if a compressor requires service it will be replaced with a new unit rather than disassembled at the dealership.

Repairs not involving the compressor are to be performed as directed by the service manual.

All repairs to the air conditioning system must be verified by the dealership with the Harrison Technical Assistance Group.

The compressors are being installed on the 1993 Chevrolet Lumina APV, Pontiac Trans Sport and Oldsmobile Silhouette minivans and will be used on the redesigned Pontiac Firebird and Chevrolet Camaro.

The campaign is similar to others instituted by the automaker to gain quick feedback on new product technologies.

ICI debuts new waterborne paint

WESTLAKE, Ohio — ICI Paints has launched what it claims is the first waterborne auto refinish metallic paint system under the brand name Aquabase.

The company said the system can cut the amount of organic solvent used in basecoat/clearcoat repairs by 50 percent.

The key components of the painting system are a new generation of waterborne primer and specially developed waterborne pre-wipe and gun wash, the company said.

Service business rises again

DETROIT — Repair business at new-car dealerships remained above year-ago levels in August for the third consecutive month.

Parts and labor revenue for the month was 101.7 percent of the August 1991 level, according to the Automotive News Service Index. For the first eight months of this year, service business is running 103.7 percent ahead of the same period last year.

The largest gains for the month were noted in shop parts sales, up 3.9 percent, and total labor sales, which rose 3.5 percent. Gross profit on all labor and parts and accessory sales increased 2.4 percent, and repair orders rose 1.2 percent.

The greatest gain for the year has occurred in shop parts sales, up 6.6 percent from 1991. Gross profit on all labor and parts and accessory sales is up 2.7 percent, while total labor sales have increased 1.5 percent for the period.

Repair orders written and sales of all parts and accessories are up slightly.

Among dealers reporting an increase, the depressed economy is a common factor: several dealers noted that customers are having older vehicles serviced instead of buying new cars. Other dealers attributed gains to more aggressive advertising campaigns and better management of shop personnel.

Figures used in the Service Index are compiled from a cross-section of new-car dealerships.

SERVICE INDEX
101.7*

	Aug. '92 vs. Aug. '91	Jan.-Aug. '92 vs. Jan.-Aug. '91
Gross Profit on All Labor and P&A Sales	+2.4%	+2.7%
Repair Orders Written	+1.2%	+0.1%
Total Labor Sales (Customer & Warranty)	+3.5%	+1.5%
Shop Parts Sales (Customer & Warranty)	+3.9%	+6.6%
Sales of All P&A	+0.1%	+0.1%

* Survey by Automotive News shows that dealers' service and parts business in August 1992 was 101.7 percent of business in August 1991. Service business in 1992 was 103.7 percent of business in the corresponding period in 1991.

Six indicted in part-stripping case

PITTSBURGH — Two auto dealers, three of their employees and a used-car manager have been indicted by a federal grand jury for their alleged roles in a car-parts ring.

The six men were charged with mail fraud and conspiracy.

Daniel Nicoletti, 45, allegedly headed a ring that defrauded insurance companies in 1986-91. He is accused of accepting automobiles that their owners had reported stolen, stripping the cars and using the parts in other autos.

Nicoletti owned the defunct Nicoletti Auto Sales Center in Pitcairn, a Pittsburgh suburb. Two of his employees, Thomas Blotzer, 38, and William McLaughlin, 27, were indicted with him.

Also indicted was Steven Plutnicki, 33, who was the used-car manager for two New Kensington auto dealerships: R.J. Chevrolet and the defunct World Class Motors (Chrysler-Plymouth-Dodge-Ford).

Plutnicki allegedly provided cars from his business to Nicoletti and told his insurance company the cars had been stolen.

William DelPrincipe, 47, a car dealer in New Castle, Pa., and Poland, Ohio, also is accused of providing cars to Nicoletti and reporting them stolen. DelPrincipe and one of his employees, Joseph Petrucci, 62, allegedly provided Nicoletti with two cars in 1988 and 1990.

— *The Associated Press*

trucks

Makers cautious about order surge

JOSEPH BOHN
Truck Editor

Heavy-truck sales and orders continued strong in September and seem likely to lead to further production increases by January.

But some industry executives are concerned that orders may be outpacing economic growth. If so, some order cancellations may be on the horizon, they fear.

Net new Class 8 orders, totaling about 13,600 units in September, were off from August's 15,075 — but sharply ahead of 7,974 in September 1991, according to Rothschild Inc., a New York investment firm.

Frank Prezelski, an analyst with Rothschild, said the strong order pattern reflected continued heavy buying by big fleets.

Because many of the truck orders are for 1993 delivery, they have not yet resulted in a boost in manufacturers' production schedules.

But that's likely to occur by January if strong demand continues for the next couple of months, Prezelski said.

Still, there's concern that current demand may actually be too strong, given the still weak state of the economy.

And, if the economy doesn't pick up in the near term, it could result in a surge of order cancellations later this year.

Industry officials, such as John Merrifield, Ford Heavy Truck general sales and marketing manager, said smaller-volume buyers still haven't returned to the market in appreciable numbers. That has limited sales gains in the medium-duty segment.

Class 8 sales in September rose 28.2 percent from a year earlier, to 10,637 units, according to the Motor Vehicle Manufacturer's Association. Nine-month Class 8 sales of 84,926 are now 17.8 percent ahead of last year, according to MVMA.

Ford Motor and Navistar International Corp. had particularly strong gains of 44.0 percent and 43.8 percent, respectively, in their September Class 8 sales.

Ford's big turnaround in heavy trucks has given it a 57.1 percent gain over last year for the first nine months of the year.

Medium-duty segments were all up in September with the exception of Class 4. Sales of 2,027 trucks there were off 17.2 percent from last year.

Class 7 sales rose 30 percent from a year earlier to 6,728 units, the strongest gain in the medium segment.

Class 6 sales were up 29.2 percent for September, to 2,130 units, and 27.2 percent for the year to date.

Medium-duty imports have generally had a very good year with Mitsubishi Fuso turning in particularly strong gains of 27.4 percent and 16.9 percent for the month and year-to-date, respectively.

SEPTEMBER 1992 TRUCK SALES BY GVW

	Sept. 1992	Sept. 1991	9 mos., 1992	9 mos., 1991
Class 1-3	119,909	123,140	1,049,907	911,730
Class 4	1,332	1,977	12,883	15,695
Class 6	583	394	4,706	4,066
Class 7	1,784	1,265	15,404	15,002
Class 8	1,097	762	9,910	6,308
FORD	**124,705**	**127,538**	**1,092,810**	**952,801**
Class 6	21	11	228	12
Class 7	191	81	1,096	90
Class 8	2,551	2,080	19,788	16,563
FREIGHTLINER	**2,763**	**2,172**	**21,112**	**16,665**
Class 1-3	101,929	102,134	871,307	828,209
Class 4	277	233	2,668	1,325
Class 5	10	5	65	99
Class 6	132	133	1,369	2,218
Class 7	451	385	4,130	4,655
CHEVROLET	**102,799**	**102,890**	**879,539**	**836,506**
Class 1-3	28,975	24,005	253,565	216,177
Class 4	159	73	1,335	786
Class 5	37	37	322	278
Class 6	203	187	7,000	2,628
Class 7	897	817	8,189	10,307
GMC	**30,271**	**25,119**	**270,411**	**230,176**
Class 7	49	15	181	213
Class 8	1,215	1,022	9,679	8,506
KENWORTH	**1,264**	**1,037**	**9,860**	**8,719**
Class 6	40	37	312	381
Class 7	89	49	670	509
Class 8	1,098	809	8,878	7,797
MACK	**1,227**	**895**	**9,860**	**8,687**
Class 6	8	37	323	259
Class 7	5	45	110	584
MERCEDES-BENZ	**13**	**82**	**433**	**843**
Class 4	0	7	0	24
Class 5	0	1	6	24
Class 6	840	621	5,610	6,104
Class 7	3,067	2,214	22,859	23,847
Class 8	2,150	1,495	17,280	16,602
NAVISTAR	**6,057**	**4,338**	**45,755**	**46,601**
Class 7	9	17	116	186
Class 8	1,056	805	7,931	7,049
PETERBILT	**1,065**	**822**	**8,047**	**7,235**
Class 7	69	157	614	822
Class 8	1,339	1,213	10,649	8,424
VOLVO/GM HEAVY	**1,408**	**1,370**	**11,263**	**9,246**
Class 1-3	1	15	18	181
Class 4	41	11	235	39
Class 5	23	40	344	303
Class 6	49	45	449	421
Class 7	43	49	512	466
HINO	**157**	**160**	**1,558**	**1,410**
Class 1-3	102	78	734	490
Class 5	72	74	610	563
Class 6	65	81	616	382
Class 7	29	41	239	279
NISSAN DIESEL	**268**	**274**	**2,199**	**1,714**
Class 1-3	338	471	3,730	4,679
Class 4	218	148	1,574	828
Class 5	70	61	707	659
Class 6	110	64	1,260	617
Class 7	12	22	150	175
ISUZU TRUCK	**748**	**766**	**7,421**	**6,958**
Class 1-3	180	164	1,451	1,290
Class 5	66	59	581	494
Class 6	79	38	483	299
Class 7	33	20	216	254
MITSUBISHI FUSO	**358**	**281**	**2,731**	**2,337**
Class 1-3	0	0	0	908
Class 4	0	0	0	297
Class 5	0	0	0	149
Class 6	0	0	0	96
IVECO TRUCKS*	**0**	**0**	**0**	**1,450**
WESTERN STAR Class 8	**67**	**47**	**473**	**486**
Class 1-3	151,111	126,287	1,334,091	1,203,971
Class 6,7,8	64	24	338	355
OTHER TRUCKS	**151,175**	**126,311**	**1,334,429**	**1,204,326**
CLASS 1-3	**402,545**	**376,294**	**3,514,803**	**3,167,635**
CLASS 4	**2,027**	**2,449**	**18,695**	**18,994**
CLASS 5	**278**	**277**	**2,635**	**2,569**
CLASS 6	**2,130**	**1,648**	**22,356**	**17,483**
CLASS 7	**6,728**	**5,177**	**54,486**	**57,389**
CLASS 8	**10,637**	**8,257**	**84,926**	**72,070**
TOTAL TRUCKS	**424,345**	**394,102**	**3,697,901**	**3,336,140**

*1991 figures are Automotive News estimates. Source: Automotive News Data Center and MVMA

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Isuzu names Vikner to top post

BREA, Calif. — Paul Vikner, Isuzu Truck of America Inc.'s former vice president of sales and marketing, was appointed vice president and general manager of the company.

Vikner's duties were expanded to include the management and operation of the company.

Vikner is the senior executive responsible for Isuzu Truck's activities as they relate to the industry, according to Hajime Senga, Isuzu Truck president.

Vikner will continue to be responsible for sales, marketing and field organizations.

He also has responsibility for the company's parts and service activities.

Vikner credits Isuzu Truck's rapid sales expansion over the past seven years to its focus on dealers and their needs.

— Joseph Bohn

Paul Vikner is now vice president and general manager of Isuzu Truck.

in brief TRUCKS

Navistar launches new powertrain

CHICAGO — Navistar International Transportation Corp. will begin offering a new optional Variable Power Drivetrain system in November.

The system will be available on all 9000 series heavy-duty cabover and conventional-cab premium tractors powered by Cummins N14 ESP Command 14.0-liter diesel engines equipped with CELECT electronics.

The system incorporates special electronic software and was jointly developed by Navistar and Cummins Engine Co. of Columbus, Ind. The software enables a truck's engine to "learn" a driver's chosen speed and then maintain it. It reduces shifting by as much as 75 percent, according to Mike Telley, Navistar vice president of heavy truck business.

Freightliner adds sleeper models

PORTLAND — Freightliner Corp. expanded its cab line to include four sizes of SleeperCab and five sleeper box configurations in its conventional trucks.

New choices include the 70-inch Raised Roof SleeperCab, 58-inch SleeperCab and 50-inch Walk-in Sleeper Box.

The SleeperCabs are available for Freightliner's FLD 120 Long Conventional or the FLD 112 Medium Conventional with a wide variety of custom features and interior trim packages.

Freightliner has added at least one new sleeper model to its line every year since 1988.

Jim Hebe, Freightliner president and chief executive officer, said changing market requirements created a need for larger and better furnished sleepers for long-haul drivers and teams and a need for different size sleepers to optimize cargo-carrying capacity.

Truck distributor profits drop

LIVONIA, Mich. — Truck equipment distributors' net profits before taxes fell to 0.9 percent in 1991 from 1.5 percent in 1990, according to the National Truck Equipment Association.

The top 25 percent of distributors' profit margins fell to 4.4 percent in 1991 from 4.8 percent in 1990, NTEA reported.

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Luxury imports defy the sales slump

KRISTINE STIVEN BREESE
Staff Reporter

LOS ANGELES — Although everything from the economy to the election seems to be working against them, luxury imports are holding their own in the current market.

In fact, sales results for the first nine months of this year show that six of the nine imports that have topped their year-ago totals are luxury nameplates.

Mazda, Suzuki and Daihatsu are the others that show upturns for the year.

BMW, Audi, Infiniti, Lexus, Mercedes-Benz and Rolls-Royce/Bentley all reported healthy gains through the first nine months of the year.

Year-to-date, Lexus was the big winner, with a 42.3 percent sales increase.

The September winner was rival Infiniti, whose sales were up 76 percent.

The positive results reflect two trends. Luxury car buyers are often less susceptible to the hardships brought on by recession. But even luxury buyers recognize a good deal when they see one. And this year, leases have been the "good deal" those customers were looking for.

Audi, BMW, Infiniti, Lexus and Mercedes have been pushing leases this year.

In many cases, leasing now accounts for more than half their business. AN

IMPORTED CAR SALES, SEPTEMBER & YTD

(Domestic cars not included in imported totals.)

	Sept. 1992	Sept. 1991	9 Mos., 1992	9 Mos., 1991
Integra	3,794	4,755	45,054	52,594
Legend	5,456	5,418	36,895	47,289
NSX	81	112	938	1,677
Vigor	661	1,312	11,789	7,766
ACURA	**9,992**	**11,597**	**94,676**	**109,326**
Milano	2	1	5	4
Spider	60	62	926	1,161
164	81	156	1,423	1,726
ALFA ROMEO	**143**	**219**	**2,354**	**2,891**
ASTON MARTIN*	**5**	**5**	**45**	**45**
S4	35	0	262	0
80	39	143	992	1,422
90	197	37	782	825
V8 Quattro	18	46	231	370
Coupe Quattro	1	21	58	233
100/200	1,088	843	6,953	5,465
100/200 Quattro	197	104	1,386	725
AUDI	**1,575**	**1,194**	**10,664**	**9,040**
3 series	3,521	2,487	28,981	19,602
5 series	1,794	1,315	14,756	13,087
635 CSi	0	1	4	7
7 series	472	730	4,445	4,113
850i	77	65	721	1,260
M3	1	11	70	307
M5	18	34	226	298
BMW	**5,883**	**4,643**	**49,203**	**38,674**
Geo Storm	9,294	6,410	54,418	65,080
Geo Metro (imported)	500	1,003	11,059	10,319
Geo Metro (domestic)	*6,225*	*8,297*	*70,082*	*53,942*
CHEVROLET/GEO	**9,794**	**7,413**	**65,477**	**75,399**
Colt	2,075	2,981	16,327	22,401
Stealth	1,345	1,413	13,249	14,210
Summit (imported)	1,043	1,030	9,947	6,864
Summit (domestic)	*712*	*1,035*	*5,379*	*6,327*
Vista	464	1,030	6,551	6,547
TC	0	214	0	1,077
CHRYSLER CORP.	**4,927**	**6,724**	**46,074**	**52,176**
DAIHATSU	**69**	**497**	**4,961**	**4,859**
FERRARI*	**80**	**80**	**720**	**720**
FORD Festiva	**2,516**	**3,148**	**26,249**	**28,234**
Civic/CRX (imported)	6,705	5,469	52,107	53,752
Civic (domestic)	*12,400*	*17,800*	*110,403*	*123,616*
Accord (imported)	3,086	5,665	43,214	57,521
Accord (domestic)	*32,947*	*26,829*	*255,433*	*252,542*
Prelude	3,217	2,336	28,733	19,855
HONDA	**13,008**	**13,476**	**124,054**	**131,128**
Excel	3,585	8,099	31,025	53,727
Sonata	1,721	1,895	14,007	17,582
Scoupe	1,397	2,020	14,086	22,557
Elantra	2,529	0	25,108	0
HYUNDAI•	**9,232**	**12,014**	**84,226**	**93,866**
M30	266	802	3,633	5,338
Q45	1,623	731	9,071	12,031
G20	1,234	1,224	11,036	11,220
J30	1,729	0	9,914	0
INFINITI	**4,852**	**2,757**	**33,654**	**28,589**
I-Mark	1	6	5	89
Impulse	147	209	2,988	2,672
Stylus	285	781	4,191	7,543
ISUZU	**433**	**996**	**7,184**	**10,304**
XJ6	362	548	4,605	5,085
XJS	197	183	1,774	2,058
JAGUAR	**559**	**731**	**6,379**	**7,143**
LAMBORGHINI*	**13**	**13**	**117**	**117**
ES250/300	3,308	1,586	27,923	13,139
LS400	2,556	3,437	23,310	28,494
SC400/300	1,440	1,148	16,026	5,638
LEXUS	**7,304**	**6,171**	**67,259**	**47,271**
LOTUS*	**27**	**27**	**243**	**243**
MASERATI*	**20**	**20**	**180**	**180**
323	808	1,240	11,850	14,288
Protege	5,440	5,524	58,264	41,062
626 (imported)	8	410	443	10,963
626 (domestic)	*4,262*	*3,945*	*38,462*	*45,991*
MX-6 (imported)	0	122	124	1,512
MX-6 (domestic)	*1,979*	*703*	*19,650*	*18,632*
MX-5 Miata	1,810	1,789	20,879	27,272
MX-3	2,347	0	22,140	0
929	1,420	480	15,851	10,601
RX-7	474	605	4,836	6,027
MAZDA	**12,397**	**10,170**	**134,389**	**111,745**
190 class	1,034	1,265	11,731	10,664
300 class	1,572	1,877	17,458	13,588
S class	1,415	1,518	14,331	12,968
SL Coupe/Roadster	361	586	3,712	5,884
Tourist	56	112	413	507
MERCEDES-BENZ	**4,438**	**5,358**	**47,645**	**43,611**
Tracer	3,786	4,425	32,546	34,461
Capri	762	1,251	10,851	15,117
MERCURY	**4,548**	**5,676**	**43,397**	**49,758**
Diamante	786	1,542	17,551	10,093
Mirage (imported)	1,403	641	6,152	16,334
Mirage (domestic)	*714*	*1,057*	*9,075*	*15,363*
Galant	892	2,990	17,311	27,798
Sigma	0	3	3	145
Precis	1,147	351	2,211	2,140
3000GT	968	759	8,594	9,058
Expo LRV	281	381	3,990	535
Expo	1,180	534	7,418	789
Wagon	1	10	6	197
MITSUBISHI	**6,658**	**7,211**	**53,236**	**67,089**
Sentra (imported)	2,435	3,653	33,762	22,952
Sentra (domestic)	*9,500*	*8,381*	*93,237*	*88,874*
Pulsar	0	1	0	33
NX	1,417	958	6,997	5,819
Stanza	4,207	9,596	47,499	59,301
Maxima	8,757	9,644	63,488	77,663
240SX/200SX	2,196	2,828	21,877	25,581
300ZX	965	1,729	8,032	11,615
Hawaii	250	230	506	1,507
NISSAN	**20,227**	**28,639**	**182,163**	**204,471**
PEUGEOT	**0**	**444**	**335**	**3,402**
PONTIAC LeMans	**725**	**2,895**	**11,845**	**28,662**
968/Cabriolet	87	62	1,005	747
911 Carrera 2	187	150	1,490	1,579
911 Turbo	19	29	301	354
911 Carrera 4	18	84	359	597
928S4/GT	15	18	149	216
PORSCHE	**326**	**343**	**3,304**	**3,493**
ROLLS/BENTLEY	**25**	**21**	**258**	**251**
900	568	390	3,524	3,716
900S	554	767	5,927	5,444
900 Turbo	344	449	3,137	3,951
9000S	191	197	3,779	3,365
9000CD	130	250	2,412	2,451
9000CS	152	0	152	0
9000 Turbo	39	164	1,237	1,714
Tourist	3	9	96	84
SAAB	**1,981**	**2,226**	**20,264**	**20,725**
STERLING	**0**	**283**	**0**	**2,696**
Legacy (imported)	750	1,156	7,676	13,707
Legacy (domestic)	*4,030*	*6,010*	*40,184*	*40,207*
Loyale	2,537	2,357	27,276	23,210
XT/XT6	0	46	0	1,387
Justy	136	534	2,580	5,474
SVX	302	352	2,607	616
SUBARU	**3,725**	**4,445**	**40,139**	**44,131**
Swift (imported)	645	527	4,641	3,598
Swift (domestic)	*0*	*64*	*110*	*592*
SUZUKI	**645**	**527**	**4,641**	**3,598**
Corolla (imported)	5,761	2,692	43,463	43,163
Corolla (domestic)	*6,409*	*11,002*	*109,438*	*102,261*
Paseo	3,184	2,957	29,870	14,472
Tercel	8,416	7,196	73,087	80,310
Celica	3,689	3,935	33,191	50,203
Supra	114	372	980	2,887
Camry (imported)	6,555	9,608	53,699	48,397
Camry (domestic)	*18,483*	*8,265*	*158,441*	*149,769*
Cressida	314	970	2,995	7,743
MR2	339	571	4,487	7,975
TOYOTA	**28,372**	**28,383**	**241,772**	**255,150**
Cabriolet	527	399	6,254	4,687
Corrado	266	131	2,787	3,529
Jetta	2,998	3,360	26,537	30,985
Golf/GTI	689	1,389	8,389	11,453
Passat	1,189	1,383	9,099	12,778
Fox	731	796	7,478	10,295
VOLKSWAGEN	**6,400**	**7,458**	**60,544**	**73,727**
240 series	813	1,271	18,759	19,009
700 series	563	1,401	11,871	24,175
940 series	1,527	757	20,937	11,234
Tourist	23	26	440	394
VOLVO•	**2,926**	**3,455**	**52,007**	**54,812**
YUGO	**0**	**332**	**1,412**	**2,158**
IMPORT TOTAL	**163,735**	**179,503**	**1,531,080**	**1,608,602**

*Estimate
•Includes units produced in Canada

Compiled by Karen Detkowski

A print ad for the Nissan Quest touts the minivan's car-like ride, handling and comfort.

Making A Good First Impression

Carefully researched, crafted campaigns are vital to the launch of new vehicles

By: Raymond Serafin

There's a television commercial currently running for a dandruff shampoo that says you never get a second chance to make a good first impression. It's advice that automakers have taken to heart as they rev up marketing efforts to make sure new products make a good first impression with consumers.

"A lot of time and money is spent on getting the products right," says Ren Rooney, corporate marketing manager for Toyota Motor Sales, which hopes its introduction of an all-new Corolla this fall will be as successful as its launch of the redesigned Camry was a year ago.

"Toyota is very dedicated to launching new products creatively and aggressively."

For the Corolla, Toyota and its agency, Saatchi & Saatchi DFS, developed the subtheme, "Discover Corolla. Again," featured in four new TV commercials, an eight-page magazine insert, outdoor billboards and a separate Hispanic campaign using Spanish-language TV, print, radio and outdoor advertising.

As the Corolla example illustrates, auto marketers depend on several factors coming together to create a successful launch.

At the heart of the effort is strong ad creative backed by a sufficient ad budget targeted to reach the right audience. But a lot of research goes into a campaign before creative concepts are developed, says Bill Ludwig, creative director of Chevrolet agency Lintas:Campbell-Ewald, which developed the launch campaign for the Geo Prizm this fall and is working on the early 1993 introduction of the redesigned Chevrolet Camaro.

The agency uses the research to distill the views of consumers on the product, the brand and its competitors, and also meets with designers and engineers to get a good understanding of the product itself, says Ludwig. Then it develops the concepts it wants to communicate, and finally, the creative way to do it.

As in the case of the Geo Prizm, production of a launch commercial often involves some eye-catching special effects.

A Prizm launch commercial uses a giant Rubik's Cube made up of video monitors in order to introduce the redesigned Geo Prizm. Parts of the cube are rotated until the Prizm comes together, and the car then drives out of the cube and onto the set. Boss Films, which created special effects for films such as "Batman" and "Die Hard," created the visuals by mixing computer generated images with real photography.

Ludwig says the Rubik's Cube was used to convey the idea that the car is well put together, and because it appeals to Prizm's target audience of highly educated buyers.

"Any technique should be used to enhance

▶ Page 6i

AUTOMOTIVE AD SPENDING

Figures in millions

	1991	1990	1989	1988	1987
Magazine	$ 940.3	$ 901.2	$ 882.5	$ 800.1	$ 677.7
Magazines, Sunday	38.3	25.5	29.1	19.1	15.7
Newspaper	746.2	809.2	862.1	819.3	810.0
Outdoor	51.9	53.0	59.7	59.9	57.9
Radio, network	72.2	106.7	85.2	72.0	57.9
Radio, spot	131.7	120.5	117.0	196.5	156.3
TV, cable	117.7	114.1	85.9	57.2	45.3
TV, network	1559.5	1790.0	1520.0	1331.0	1044.1
TV, spot	1480.6	1664.8	1656.4	1538.5	1424.7
TV, syndicated	120.7	115.7	64.9	30.5	28.2
TOTAL	**$5,259.1**	**$5,780.7**	**$5,382.8**	**$4,924.1**	**$4,317.8**

Note: Dollars are in millions.
Source: LNA/Arbitron

◀ Page 4i

GMC Truck has one of its Jimmy sport-utilities do a bungee jump off a bridge to demonstrate its strength.

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the idea, not as a substitute for an idea," Ludwig says.

One of the most concerted launch efforts this fall is coming from Chrysler Corp., which is introducing its line of new sedans, the Chrysler Concorde, Dodge Intrepid and Eagle Vision. A carefully orchestrated public relations effort began more than a year ago, and Chrysler is even spending $30 million on dealer training efforts this year to ensure the LH launch goes off without a hitch at the retail level.

To make clear the distinct target audience for each of the new models, Chrysler's marketing staff went as far as staging its own game show, hiring actors to portray the typical buyer for each of the brands.

Media buying is being segmented to reach those different buyers, with Dodge making heavy use of network TV, Chrysler emphasizing cable TV, and Eagle relying largely on magazines.

Chrysler is backing the launch with an estimated $80 million in media buys, including a major presence on Nov. 3 election night broadcasts to introduce the individual models.

"This town has fallen in the trap of not effectively seeding the names of its new products," says John Damoose, vice president of marketing at Chrysler. He says the LH introduction is particularly important because Chrysler is trying to reach out to buyers who are leaning toward imports.

"If you have a poor launch, you're always playing catch-up," he says.

Ford's Lincoln-Mercury division and Nissan are giving substantial backing to their respective versions of a jointly developed minivan, with both emphasizing the car-like attributes of the product.

The Mercury Villager ad launch will be the biggest ever for the division, which is spending more than $20 million over a two-month span, said Steve Lyons, Lincoln-Mercury's general marketing manager. The launch began on Sept. 24 when Lincoln-Mercury booked a "roadblock" on the four major networks, reaching 51 million viewers.

"We haven't been in the minivan business before, so we have to create awareness," says Lyons, who is working on plans now for another major launch, the Dec. 26 introduction of the Lincoln Mark VIII.

Nissan revised its entire ad strategy to coincide with this fall's launch of its Quest minivan and Altima sedan, dropping the 5-year-old "Built for the human race" slogan and replacing it with, "It's time to expect more from a car."

The Altima's Oct. 4 introduction included a barrage of commercials on network TV, independent stations and cable networks delivering 500 million impressions, believed to be the largest ever single-day TV buy. □

Raymond Serfain is staff writer for Advertising Age, a sister publication of Automotive News Insight.

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Car exports up, but trade deficit rises again

LINDSAY CHAPPELL
Staff Reporter

Gains in exports of American-made vehicles are being outpaced by a stronger U.S. thirst for imports.

The latest automotive trade data from the U.S. International Trade Commission shows respectable gains in automotive exports in the second quarter and in the year ended June 30.

U.S. manufacturers exported more than $12.6 billion in vehicles during the 12 months ended June 30. That was $2 billion more than the year-before total.

But a jump in imports from such countries as Canada, Japan, Germany, Mexico and Sweden made the automotive trade deficit worse.

For that 12-month period, foreign manufacturers shipped $54.6 billion in cars and trucks into the United States. That was almost $2.6 billion more than year-earlier shipments.

That resulted in a $42 billion trade deficit for the year — $550 million more than in the previous 12 months.

Several automakers in the United States are pushing for export gains, and Washington policy makers are championing the effort as a means of stimulating U.S. economic recovery.

Citing brisk sales of its Accord wagon, America Honda Motor Co. Inc. recently increased its 1992 export forecast to 50,000 from 40,000.

General Motors this month established a separate German company to import and distribute North American vehicles in that country. GM hopes to increase its exports to Europe more than tenfold by the end of the decade, to 250,000 year.

The new government numbers indicate that cars are leading the export expansion.

Car exports rose just over $1.9 billion in the year ended June 30, while truck exports rose about $100 million.

But the overall gains were more than offset by U.S. demand for products made outside this country.

Shipments of Canadian-made vehicles alone increased $2.8 billion during the year. Imports from Mexican assembly plants grew by $400 million. The Big 3 dominate exports from both countries.

Imports from Japan grew during the 12-month period, but not as fast as those from Canada. The Japan-to-United States figure rose $310 million.

For the year, Canadian exports to the United States were less than $1 billion below Japan's 12-month tally.

Japan exported $22.13 billion in vehicles to the United States during the year. Canada's car and truck exports totaled $21.17 billion for the period.

U.S. VEHICLE TRADE

(x $1,000)

Country	Trade	2nd Qtr. '92	2nd Qtr. '91	Annualized trade July '91-June '92	Annualized trade July '90-June '91
Japan	from U.S.	$ 159,658	$ 138,380	$ 513,854	$ 579,456
	to U.S.	4,709,053	4,604,525	22,127,722	21,818,352
Canada	from U.S.	2,226,598	2,220,839	7,469,632	6,873,483
	to U.S.	5,845,752	5,397,010	21,173,507	18,339,329
Germany	to U.S.	1,492,939	1,009,671	5,140,568	4,967,900
S. Korea	to U.S.	159,453	262,147	839,505	1,149,370
Sweden	to U.S.	386,661	286,354	1,249,855	1,209,335
Mexico	to U.S.	882,987	643,094	3,183,377	2,765,082
Yugoslavia	to U.S.	0	0	2,316	6,438
United Kingdom	to U.S.	74,495	134,768	358,583	729,818
Italy	to U.S.	15,182	42,912	106,405	235,903
France	to U.S.	108	2,636	5,947	34,743
Brazil	to U.S.	30,262	24,268	60,229	71,946
Others	from U.S.	1,507,265	1,121,690	4,634,822	3,155,989
	to U.S.	75,252	173,545	374,395	728,733
Car and truck total	from U.S.	3,893,521	3,480,897	12,618,308	10,608,928
	to U.S.	13,672,144	12,580,928	54,622,409	52,056,949
VEHICLE TRADE BALANCE		(9,778,623)	(9,100,031)	(42,004,101)	(41,448,021)
Car total	from U.S.	3,266,149	2,750,734	10,600,492	8,696,343
	to U.S.	11,481,522	10,829,549	46,168,986	45,196,899
CAR TRADE BALANCE		(8,215,373)	(8,078,815)	(35,568,494)	(36,500,556)
Truck total	from U.S.	627,372	730,163	2,017,816	1,912,585
	to U.S.	2,190,622	1,751,379	8,453,423	6,860,050
TRUCK TRADE BALANCE		(1,563,250)	(1,021,216)	(6,435,607)	(4,947,465)
TOTAL U.S.	from U.S.	110,408,200	105,742,000	435,715,100	406,208,400
Merchandise trade	to U.S.	131,174,100	119,061,000	505,514,500	489,912,100
U.S. TRADE BALANCE		(20,765,900)	(13,319,000)	(69,799,400)	(83,703,700)

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BEGINNINGS

■ **Cedric Theel** has opened Cedric Theel Toyota-Hyundai in Bismarck, N.D., next to Cedric Theel Dodge-Mitsubishi.

■ **Saturn of Haverhill** has opened in Haverhill, Mass.

■ **Richard Gudoian Jr.** has signed with Rolls-Royce Motor Cars Inc. for Inskip Autocenter in Warwick, N.J.

■ **John Meissner** has added Oldsmobile at his Philadelphia dealership, which is now called Meissner Chevrolet-Geo-Oldsmobile Inc.

■ The following dealers have signed recently with Chevrolet: **Pat Bombard** of Bombard Car Co. Inc. in Skaneateles, N.Y.; **Larry Clement** of Clement Crossroads Chevrolet-Geo-Oldsmobile-Cadillac-Toyota in Fort Dodge, Iowa; **Craig Denver** of Leman Motors Inc. in Sabetha, Kan.; **Robert Gregory** of Santa Paula Chevrolet Inc. in Santa Paula, Calif.; **Phillip Grimsley** of Phil Grimsley Chevrolet-Geo-Pontiac-Oldsmobile-Buick-GMC Truck Inc. in Cairo, Ga.; **Gary Hanson** of Hanson-Kopperud Inc. in Grafton, N.C.; **James Hayden** of Coastal Chevrolet-Buick-Oldsmobile-Pontiac-Geo in Kitty Hawk, N.C.; **Greg Jacobson** of Jacobson Inc. in Baldwin, Wis.; **Kenneth Johnson** of Johnson/Lehto Chevrolet-Pontiac-Geo Inc. in Crystal Falls, Mich.; **Dennis Kelly** of Den Kelly Chevrolet-Geo-Pontiac-Oldsmobile-Buick-GMC Truck Inc. in Hamilton, Mass.; **John Kranz** of Salem Auto Center in Salem, S.D.; **Jim Lewis** and **Rod Lewis** of Garden City Auto Plaza Inc. in Garden City, Kan.; **Robert Long** of Tustin Chevrolet-Geo in Tustin, Calif.; **Roger McCreless** and **Ronnie Ware** of Glynn Smith Chevrolet-Geo Inc. in Opelika, Ala.; **Chad Michael** of Chad Michael Inc. in Fitzgerald, Ga.; **Michael Morgan** of Riverside Motors Inc. in Sevierville, Tenn.; **Walter E. Otto II** of Otto Chevrolet-Geo Inc. in Pittsfield, Mass.; **Joseph Pais** of Pace Chevrolet-Oldsmobile-Geo in Huntington Ind.; **James Pierson** of Pierson Chevrolet-Geo in Middletown, Ohio; **Gary Schultz** of Simon Motor Co. in Gothenburg, Neb.; **Charles Stapleford Jr.** and **Richard Stapleford** of Stapleford's Chevrolet-Oldsmobile Inc. in St. George's, Del.; **Peter Tierno** of Ken Wilson Chevrolet in Vestal, N.Y.; and **Jay Tracy** of Tracy Motors Inc. in Plymouth, Mass.

■ UD Trucks has selected six new dealers to carry its line of light- and medium-duty diesel trucks. The new dealers are: **Julian Lucini** and **William Lucini** of Lucini Motors Sales in West Bridgewater, Mass.; **Vinnie Ricco** of Mid-Atlantic Truck Centre in Linden, N.J.; **William Fanuzzi** of T.F. Motors in Lynbrook, N.Y.; **Kelly Harrison** of Trucks are Us Inc. in Broussard, La.; **Guy Jardine** of UD of Utah in Murray, Utah; and **Butch Varnado** and **Gary Varnado** of GM Varnado & Sons Inc. in Baton Rouge, La. Nissan Diesel America distributes UD Trucks models.

MILESTONES

■ **Doug Alley** of Alley's Saab in Kingsport, Tenn., has received a 10-year dealer award.

■ The University of Akron has awarded an honorary doctorate degree to **Eugene Graham** of Graham Ford in Columbus, Ohio. He had served on the University of Akron board of trustees from 1982 to 1991. Graham opened his dealership in 1962.

— Compiled by xx xx

Kemper Pontiac hits 50

Ben Kemper, left, and Jean Kemper, center, of Kemper Pontiac in Bridgewater, N.J., receive congratulations on the dealership's 50th anniversary from John McCormack, Pontiac New York zone manager.

New Venture, Lotus team up

TROY, Mich. — New Venture Gear Inc. and Lotus Engineering, two companies in which General Motors has an interest, are linking up to develop new transmission technology.

GM owns 36 percent of New Venture Gear. Acustar Inc., Chrysler Corp.'s components subsidiary, owns 64 percent. New Venture Gear engineers and manufactures manual transmissions.

Lotus Engineering is part of Group Lotus PLC in England, which is wholly owned by GM.

The companies will combine resources to design and develop new transmission technology, advance existing transmission technology and go after new manufacturing business with automakers.

FINAL U.S. CAR AND LIGHT-TRUCK SALES, MODEL YEAR - 1992 vs. 1991

(ranked by car and light-truck total sales)

Make	Car Sales 1992	Car Sales 1991	1992 Share	1991 Share	Truck Sales 1992	Truck Sales 1991	1992 Share	1991 Share	Car & Truck Totals 1992	Car & Truck Totals 1991	% Share of Total Car & Truck Market 1992	% Share of Total Car & Truck Market 1991	Change Sales (Points)	Change (Percent)
Ford	1,158,591	1,116,275	14.1	13.3	1,362,987	1,224,487	30.4	29.1	2,521,578	2,340,762	19.9	18.6	1.3	7.7
Chevrolet/Geo†	1,039,709	1,186,788	12.7	14.2	1,112,711	1,086,756	24.8	25.8	2,152,420	2,273,546	16.9	18.1	– 1.1	– 5.3
Toyota	673,286	676,756	8.2	8.1	263,171	269,608	5.9	6.4	936,457	946,364	7.4	7.5	– 0.1	– 1.0
Dodge	286,231	348,285	3.5	4.2	521,971	476,885	11.6	11.3	808,202	825,170	6.4	6.6	– 0.2	– 2.1
Honda	642,263	676,783	7.8	8.1	—	—	—	—	642,263	676,783	5.1	5.4	– 0.3	– 5.1
Pontiac	517,964	515,069	6.3	6.1	30,247	22,879	0.7	0.5	548,211	537,968	4.3	4.3	0.0	1.9
Buick	529,679	544,277	6.4	6.5	—	—	—	—	529,679	544,277	4.2	4.3	– 0.2	– 2.7
Nissan	363,443	385,336	4.4	4.6	162,816	169,718	3.6	4.0	526,259	555,054	4.1	4.4	– 0.3	– 5.2
Oldsmobile	408,187	447,360	5.0	5.3	29,357	29,382	0.7	0.7	437,544	476,742	3.4	3.8	– 0.3	– 8.2
Mercury	399,492	372,113	4.9	4.4	3,699	0	0.1	0.0	403,191	372,113	3.2	3.0	0.2	8.4
Plymouth	184,744	211,707	2.2	2.5	195,186	169,123	4.3	4.0	379,930	380,830	3.0	3.0	0.0	– 0.2
Mazda	237,776	222,926	2.9	2.7	96,218	123,733	2.1	2.9	333,994	346,659	2.6	2.8	– 0.1	– 3.7
GMC	—	—	—	—	324,360	290,621	7.2	6.9	324,360	290,621	2.6	2.3	0.2	11.6
Jeep	—	—	—	—	232,900	176,208	5.2	4.2	232,900	176,208	1.8	1.4	0.4	32.2
Cadillac	213,524	218,429	2.6	2.6	—	—	—	—	213,524	216,429	1.7	1.7	– 0.1	– 2.2
Mitsubishi	155,948	152,021	1.9	1.8	21,952	32,422	0.5	0.8	177,900	184,443	1.4	1.5	– 0.1	– 3.5
Saturn	170,495	50,819	2.1	0.6	—	—	—	—	170,495	50,819	1.3	0.4	0.9	235.5
Chrysler	144,028	125,385	1.8	1.5	14,172	3,598	0.3	0.1	158,198	128,983	1.2	1.0	0.2	22.7
Lincoln	155,398	194,238	1.9	2.3	—	—	—	—	155,398	194,238	1.2	1.5	– 0.3	– 20.0
Acura	129,058	138,759	1.6	1.7	—	—	—	—	129,058	138,759	1.0	1.1	– 0.1	– 7.0
Hyundai	107,990	127,588	1.3	1.5	—	—	—	—	107,990	127,588	0.9	1.0	– 0.2	– 15.4
Subaru	101,036	109,647	1.2	1.3	—	—	—	—	101,036	109,647	0.8	0.9	– 0.1	– 7.9
Isuzu	10,181	21,171	0.1	0.3	90,521	103,068	2.0	2.5	100,702	124,239	0.8	1.0	– 0.2	– 18.9
Lexus	91,194	65,391	1.1	0.8	—	—	—	—	91,194	65,391	0.7	0.5	0.2	39.5
VW	78,476	100,379	1.0	1.2	1,619	5,627	0.0	0.1	80,095	106,006	0.6	0.8	– 0.2	– 24.4
Volvo	64,892	71,100	0.8	0.8	—	—	—	—	64,892	71,100	0.5	0.6	– 0.1	– 8.7
BMW	63,871	55,736	0.8	0.7	—	—	—	—	63,871	55,736	0.5	0.4	0.1	14.6
Mercedes	62,902	66,158	0.8	0.8	—	—	—	—	62,902	66,158	0.5	0.5	0.0	– 4.9
Eagle	56,935	56,385	0.7	0.7	—	—	—	—	56,935	56,385	0.4	0.5	0.0	– 2.5
Infiniti	39,955	37,194	0.5	0.4	—	—	—	—	39,955	37,194	0.3	0.3	0.0	7.4
Saab	25,645	26,445	0.3	0.3	—	—	—	—	25,645	26,445	0.2	0.2	0.0	– 3.0
Suzuki	6,091	5,671	0.1	0.1	17,386	15,742	0.4	0.4	23,477	21,413	0.2	0.2	0.0	9.6
Audi	13,905	13,142	0.2	0.2	—	—	—	—	13,905	13,142	0.1	0.1	0.0	5.8
Jaguar	8,612	11,780	0.1	0.1	—	—	—	—	8,612	11,780	0.1	0.1	0.0	– 26.9
Daihatsu	6,304	6,768	0.7	0.1	2,832	2,893	0.1	0.1	9,136	9,661	0.1	0.1	0.0	5.4
Porsche	4,211	5,544	0.1	0.1	—	—	—	—	4,211	5,544	0.0	0.0	0.0	– 24.0
Land Rover	—	—	—	—	3,549	3,460	0.1	0.1	3,549	3,460	0.0	0.0	0.0	2.6
Alfa Romeo	2,941	3,756	0.0	0.0	—	—	—	—	2,941	3,756	0.0	0.0	0.0	– 21.7
Yugo	2,346	3,418	—	0.0	—	—	—	—	2,346	3,418	0.0	0.0	0.0	—
Peugeot	647	4,211	0.0	0.1	—	—	—	—	647	4,211	0.0	0.0	0.0	– 84.6
Rolls/Bentley	294	844	0.0	0.0	—	—	—	—	294	844	0.0	0.0	0.0	– 65.2
Sterling	103	3,519	—	0.0	—	—	—	—	103	3,519	0.0	0.0	0.0	—
Other•	1,584	1,584	0.0	0.0	—	—	—	—	1,584	1,584	0.0	0.0	0.0	0.0
TOTAL	8,160,085	8,382,933	100.0	100.0	4,487,654	4,206,212	100.0	100.0	12,647,739	12,589,145	100.0	100.0	0.0	0.5
TOTAL BIG 3	5,264,975	5,389,150	64.1	64.3	3,827,590	3,479,941	85.3	82.7	9,092,565	8,869,091	71.6	70.5	1.1	2.5
TOTAL JAPAN	2,456,536	2,498,423	30.6	29.8	654,896	717,184	14.6	17.1	3,111,431	3,215,607	24.5	25.5	– 0.9	– 3.2
TOTAL EUROPE	330,585	367,772	4.0	4.4	5,168	9,087	0.1	0.2	335,753	376,859	2.6	3.0	– 0.4	– 10.9
GM	2,879,558	2,962,762	35.1	35.3	1,496,675	1,429,640	33.4	34.0	4,376,233	4,392,402	34.5	34.9	– 0.4	– 0.4
Ford	1,713,481	1,682,626	20.9	20.1	1,366,686	1,224,487	30.5	29.1	3,080,167	2,907,113	24.2	23.1	1.2	6.0
Chrysler	671,936	743,762	8.2	8.9	964,229	825,814	21.5	19.6	1,536,165	1,569,576	12.9	12.5	0.4	4.2
Toyota/Lexus	764,480	742,147	9.3	8.9	263,171	269,608	5.9	6.4	1,027,651	1,011,755	8.1	8.0	0.1	1.6
Honda/Acura	771,321	815,542	9.4	9.7	—	—	—	—	771,321	815,542	6.1	6.5	– 0.4	– 5.4
Nissan/Infiniti	403,386	422,530	4.9	5.0	162,816	169,718	3.6	4.0	566,204	592,248	4.5	4.7	– 0.2	– 4.4
VW/Audi	92,381	113,521	1.1	1.4	1,619	5,627	0.0	0.1	94,000	119,148	0.7	0.9	– 0.2	– 21.1
†Geo	256,377	276,516	3.1	3.3	32,625	33,143	0.7	0.8	289,002	309,659	2.3	2.5	– 0.2	– 6.7
Made by Japan••	2,939,249	2,981,046	35.8	35.6	692,972	756,224	15.4	18.0	3,632,221	3,737,270	28.6	29.7	– 1.1	– 2.8

•Includes 1992 estimated sales of 960-Ferrari, 324-Lotus, 240-Maserati, 156-Lamborghini, and 60-Aston Martin.
••Includes vehicles sold by Big 3 but made in plants managed by Japanese companies; excludes vehicles sold by Japanese but made in Big 3 plants.

Final '92 model sales

Printed above is the final 1992 model-year sales table.

The preliminary table was printed in the Oct. 12 issue of *Automotive News*. Revisions were made for Infiniti, Subaru and Daihatsu.

M-B, Mitsubishi talks quietly fade away

MARY ANN MASKERY
Staff Reporter

TOKYO — The fourth meeting of the Daimler Benz and Mitsubishi groups underscored just how little the two sides have to say to each other, particularly about autos, despite high expectations when the talks started two years ago.

"Basically it's over," says analyst Steve Usher of Kleinwort Benson International, "There's not much left."

After the one-day Kobe meeting the parties issued a vague statement about an agreement to discuss possible future cooperation in environmental protection. Japanese press reports called it a face-saving device, added by Mitsubishi to show some apparent progress.

A fifth meeting is slated about one year from now, in Berlin.

Of the many projects raised and then shelved, the one remaining possibility for a deal — a Mercedes purchase of a Mitsubishi diesel engine — was still not ready for resolution when the two sides met.

The executives on both sides simply "confirmed that working level groups would continue the discussion," says Mitsubishi Managing Director Taizo Yokoyama.

Mercedes-Benz executives left Japan and immediately went to Seoul and signed an agreement with Ssangyong Motor Co. to supply engine technology to the South Korean company.

The Mitsubishi engine under discussion is a diesel engine that would be supplied to a "Transporter" van-type commercial vehicle to be remodeled in 1995. The Mitsubishi side wanted to announce a final agreement, according to Japanese press reports, but were put off by Mercedes.

> "What Mitsubishi wants and needs, Benz is apparently not willing to provide."
>
> STEVE USHER
> ANALYST

There may still be some potential between the two giant conglomerates, perhaps an agreement in aerospace, according to Usher. But in the automotive area, "they are mutually incompatible," Usher says.

"Mitsubishi needs a foothold in Europe. But why in the world would Benz give them that? What Mitsubishi wants and needs, Benz is apparently not willing to provide."

But the Mitsubishi agreement to sell Mercedes-Benz cars is still a peripheral effort in the Mercedes distribution network.

Of 230 Mercedes-Benz dealers in Japan, 184 are Yanase & Co. shops, 35 are independent Mercedes dealers and 11 are Mitsubishi. Mitsubishi expects to double that figure by next March.

STATEMENT REQUIRED BY THE ACT OF AUGUST 24, 1912, AS AMENDED BY THE ACTS OF MARCH 3, 1933, JULY 2, 1946 AND JUNE 11, 1960 (74 STAT. 208) SHOWING THE OWNERSHIP, MANAGEMENT AND CIRCULATION OF

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U.S. CAR AND LIGHT-TRUCK SALES PER DEALER

Make	Car	Truck	Sept. Total	Aug. Total
Saturn	75	—	75	63
Toyota	45	19	64	69
Honda	59	—	59	61
Ford	24	27	51	50
Lexus	47	—	47	55
Nissan	31	16	47	49
Infiniti	41	—	41	38
Chevrolet	16	22	38	39
Acura	34	—	34	38
Mazda	20	8	29	34
Dodge	10	15	25	21
Mitsubishi	21	3	24	20
Hyundai	18	—	18	21
Isuzu	1	16	17	17
BMW	17	—	17	16
Buick	16	—	16	13
Jeep	—	16	16	14
Pontiac	13	1	14	13
Mercury	13	1	14	14
GMC	—	12	12	13
Plymouth	6	5	11	10
Mercedes	11	—	11	9
Cadillac	11	—	11	9
Oldsmobile	10	1	11	9
Subaru	11	—	11	10
VW	9	1	10	10
Lincoln	9	—	9	7
Suzuki	2	6	8	7
Volvo	8	—	8	10
Saab	7	—	7	8
Audi	5	—	5	5
Chrysler	4	0	5	4
Jaguar	4	—	4	4
Range Rover	—	3	3	3
Eagle	3	—	3	4
Porsche	2	—	2	2
Daihatsu	1	0	1	5
Alfa Romeo	1	—	1	2

Rolls sees some encouraging signs

KRISTINE STIVEN BREESE
Staff Reporter

BEVERLY HILLS, Calif. — In the rarefied lobby of the Four Seasons hotel here, it is easy to believe Rolls-Royce Motor Cars Inc. has a great future.

A stream of luxury cars pulls up to the valet outside as the rich and famous stroll around the grounds. These people can afford what Rolls-Royce has to offer, cars that cost between $138,000 and $310,000.

But beyond the gates, a weak economy and the anti-ostentatiousness of the 1990s foretell a different future for Rolls-Royce. But President Howard Mosher says that in spite of the troubles, he sees some encouraging signs.

In an interview here last week, where Rolls introduced its 1993 line, Mosher noted:

Mosher: Nine-month sales up 7 percent

■ Rolls-Royce sold 268 cars through September, nearly a 7.0 percent increase over the same span in an abysmal 1991. Although that was done with the help of a new model, the Bentley Continental R, Mosher says it's a sign that the worst is over.

■ The cost of a Rolls-Royce or Bentley may be high, but it's "no longer seen as stratospheric."

Due in large part to Mercedes-Benz, which last year climbed the price ladder with its top-of-the-line 600SEL ($129,000). The new "entry-level" Bentley Brooklands sedan, which the company describes as having "practical appeal as an everyday car," starts at $138,500.

Mosher says it will aim this car at current and prospective Mercedes-Benz buyers and tell them that for about $10,000 more "they can have a Rolls-Royce."

"The Mercedes price hike helps us in a way because it increases our consideration pool," he said.

■ He has cut the number of dealers from almost 70 in the late 1980s to 47 today. He says the numbers are just about right for current and projected sales.

■ Mosher says that Rolls-Royce is responding to the 1990s trend against conspicuous consumption by focusing less on status. "Instead, we're putting more attention on selling the buyer on what he's getting from the car. It's more of a story about the personal value he'll get from owning it." AN

Saturn 1st in Sept. dealership sales count

KAREN DETKOWSKI
Statistician

With cars alone, Saturn Corp. last month returned to claim its No. 1 position from Toyota Motor Corp. in the *Automotive News* sales-per-dealer calculations.

Saturn took the top spot for the first time in September 1991 with a calculated 67 sales for each of its 114 outlets.

A year later, the company holds its lead with an estimated 203 outlets and an average of 75 sales per outlet, up from 63 in August when supplies were disrupted.

Saturn plans to have 225 outlets by Dec. 31.

Toyota, with cars and trucks combined, slipped to 64 sales per dealer from 69 in August.

Honda Motor Co. dealers also have been selling high averages since March. The company occupied third place in the September survey with 59 passenger-car sales per dealer, down from 61 in August.

Ford car/truck sales won back fourth position, which Lexus had laid claim to in August, with an overall average of 51 sales per car/truck outlet.

When considering trucks only, Ford remains the unchallenged leader.

In September, 17 makes showed increases on a per dealer basis, 14 dropped and 7 remained in line with August.

September had 25 selling days

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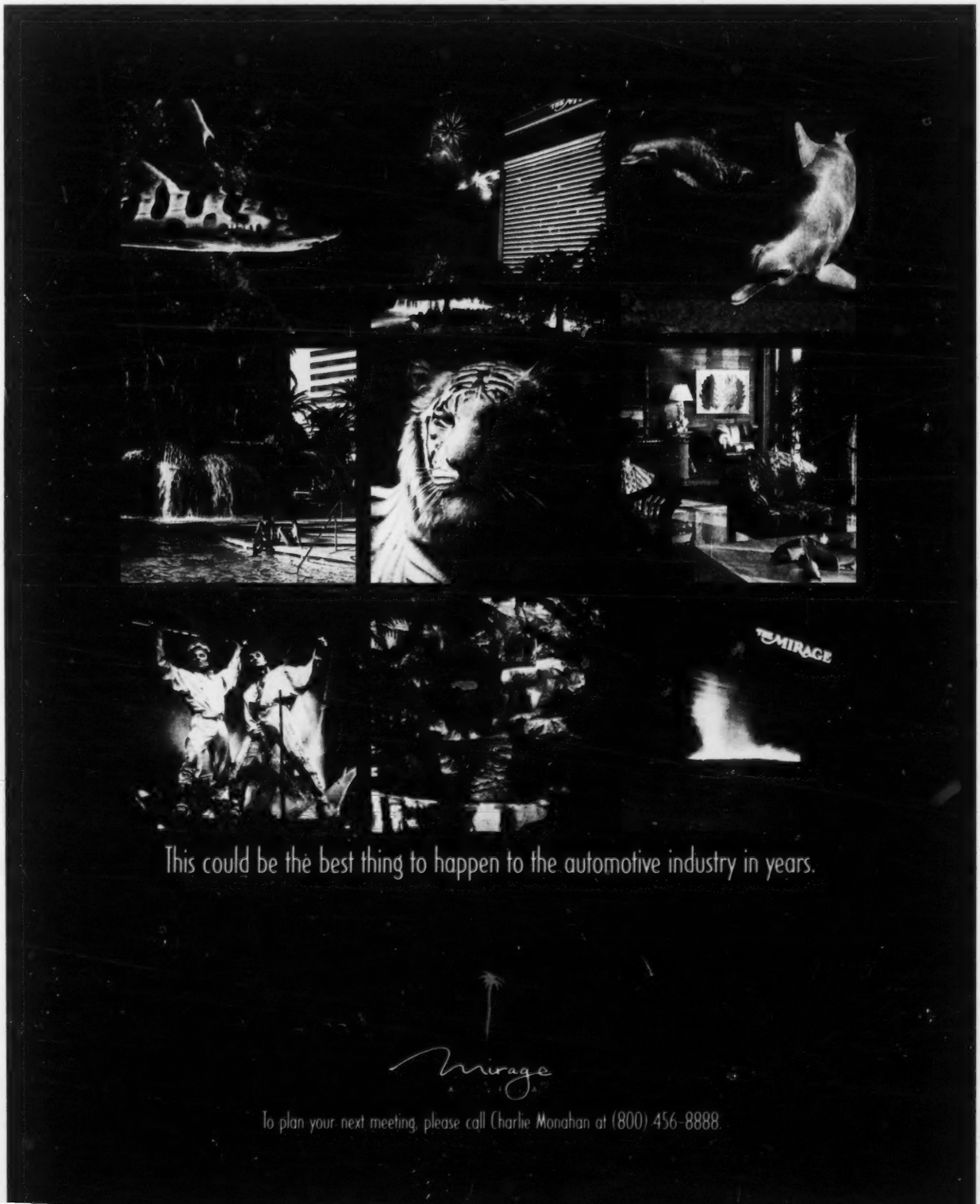
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Canada likes minivans

JEREMY SINEK
Staff Correspondent

TORONTO — With the Chrysler minivan now entering its 10th model year, the niche-sized snowball it set rolling in 1983 is still growing in Canada.

The Dodge, Plymouth and Chrysler vans — popularly known as Chrysler MagicWagons — set a new record of 59,583 units in Canada during the 1992 model year. That's 18.9 percent higher than the previous record of 50,115 in 1991. And it happened in a market that was down 6.1 percent in the just-ended model year and 7.2 percent since January.

"It's been a bright spot right through this recession," said Chrysler Canada spokesman Walt McCall.

But while Chrysler still reigns, the competition also posted significant gains. Combined sales of General Motors' APV minivans and Chevrolet/GMC rear-wheel-drive minivans rose 20.5 percent over the previous model year to 31,076. The Ford Aerostar rose 9.6 percent to 23,786 and was Ford's third-best selling nameplate, behind the F-series pickups and Tempo.

As a result, minivans now account for 11 percent of the Canadian market, up from 9 percent in model year 1991. That compares to a 7.9 percent share in the United States for the 1992 model year, up from 7.0 percent the year before.

Ian Forsyth, marketing director of Nissan Canada, attributes the difference in part to "a more utilitarian mindset" among Canadian buyers. There are also fewer multi-vehicle households in Canada, so the sole family "car" tends to be versatile — like a minivan, station wagon or sport-utility.

Another indicator of minivans' popularity in Canada: Nissan discontinued the Axxess in the United States two years ago, but it's still on sale in Canada, even after this year's introduction of a second Nissan minivan, the Quest.

CANADIAN CAR AND TRUCK SALES

	Sept. 1992	Sept. 1991	9 mos. 1992	9 mos. 1991
BMW (imported car)	**406**	**402**	**3,533**	**3,337**
N.A. car	7,663	6,847	58,632	75,144
Imported car	2,349	1,389	18,751	14,656
N.A. truck	9,423	7,024	83,216	74,447
Imported truck	195	124	761	1,082
CHRYSLER	**19,630**	**15,384**	**161,360**	**165,329**
N.A. car	9,540	12,980	95,756	112,799
Imported car	431	422	5,535	5,510
N.A. truck	11,254	8,156	83,900	78,243
FORD	**21,225**	**21,558**	**185,191**	**196,552**
N.A. car	16,281	19,944	196,724	221,691
Imported car	2,350	1,596	10,129	13,007
N.A. truck	9,606	10,890	100,329	107,989
Imported truck	502	1,177	3,090	4,099
GM	**28,739**	**33,607**	**310,272**	**346,786**
N.A. car	3,444	3,255	22,405	21,252
Imported car	5,570	6,125	46,532	62,912
HONDA	**9,014**	**9,380**	**68,937**	**84,164**
N.A. car	458	502	3,862	4,219
Imported car	1,066	1,288	11,288	13,077
HYUNDAI	**1,524**	**1,790**	**15,150**	**17,296**
JAGUAR (imported car)	**47**	**70**	**450**	**559**
Imported car	124	96	718	447
Imported truck	40	18	249	132
LADA	**164**	**114**	**967**	**579**
LAND ROVER (imported truck)	**14**	**13**	**92**	**109**
N.A. car	812	266	4,124	5,037
Imported car	2,872	2,371	30,666	23,426
Truck*	1,547	1,638	16,790	17,360
MAZDA	**5,231**	**4,275**	**51,580**	**45,823**
MERCEDES-BENZ (imported car)	**247**	**278**	**2,544**	**2,678**
N.A. car	628	815	7,939	7,115
Imported car	1,943	1,901	16,976	16,872
Truck*	1,092	1,104	8,906	9,825
NISSAN	**3,663**	**3,820**	**33,821**	**33,812**
PEUGEOT (imported car)	**0**	**15**	**15**	**133**
SUBARU (imported car)	**771**	**619**	**5,691**	**6,445**
N.A. car	0	105	98	1,139
Imported car	511	670	5,612	4,225
N.A. truck	121	307	2,438	2,899
Imported truck	214	368	1,939	3,204
SUZUKI	**846**	**1,450**	**10,087**	**11,467**
N.A. car	1,549	1,061	15,897	16,008
Imported car	4,868	4,272	41,914	41,660
Imported truck	1,326	1,431	12,283	15,470
TOYOTA	**7,743**	**6,764**	**70,094**	**73,138**
Imported car	2,571	2,493	21,864	26,320
Imported truck	191	86	1,446	732
VOLKSWAGEN	**2,762**	**2,579**	**23,310**	**27,052**
N.A. car	99	93	1,055	1,294
Imported car	100	223	1,713	2,131
VOLVO	**199**	**315**	**2,768**	**3,425**
N.A. car	**40,474**	**45,868**	**406,492**	**465,698**
Imported car	**26,226**	**24,230**	**223,931**	**237,395**
TOTAL CAR	**66,700**	**70,098**	**630,423**	**703,093**
N.A. truck	**30,404**	**26,377**	**269,883**	**263,578**
Imported truck	**5,121**	**5,959**	**45,556**	**52,013**
TOTAL TRUCK	**35,525**	**32,336**	**315,439**	**315,591**
TOTAL CANADA SALES	**102,225**	**102,434**	**945,862**	**1,018,684**

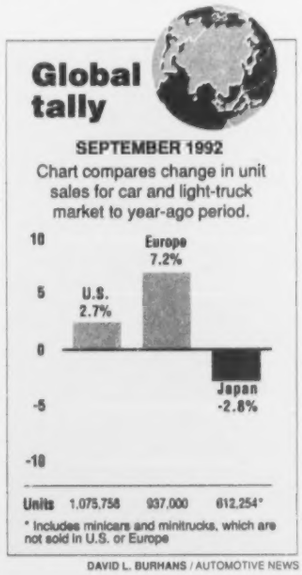
*Break down of N.A.-built and imported sales not available.
NOTE: N.A. sales are cars and trucks built in the United States and Canada.
Source: Automotive News Data Center and Assn. of Intl. Automobile Mfrs. of Canada.

Sales in Japan off as large cars lose their luster

MARY ANN MASKERY
Staff Reporter

TOKYO — A downturn in the big-car segment pulled September sales of cars and trucks to a 4.4 percent decline from a year earlier to 466,256 units.

Except for a slight increase in June, sales have fallen continuously for almost two years.



DAVID L. BURHANS / AUTOMOTIVE NEWS

JAPAN CAR AND TRUCK SALES

	Sept. 1992	Sept. 1991	9 mos., 1992	9 mos., 1991
Cars regular*	56,154	63,236	515,648	454,667
Cars small	254,169	269,247	2,221,235	2,582,726
TOTAL CAR	**310,323**	**332,483**	**2,736,883**	**3,037,393**
Trucks large	19,415	23,910	118,293	142,642
Trucks small	134,551	129,004	1,106,821	1,125,786
TOTAL TRUCKS	**153,966**	**152,914**	**1,225,114**	**1,268,428**
Mini vehicle commercial	80,063	74,408	639,320	701,826
Mini vehicle passenger	67,902	70,147	605,788	655,909
TOTAL MINI VEHICLES	**147,965**	**144,555**	**1,245,108**	**1,357,735**
TOTAL JAPAN SALES	**612,254**	**629,952**	**5,207,105**	**5,663,556**

*Cars over 2.0 liters

Through September, sales of regular cars and light trucks were 5.7 percent behind the previous year. Including mini vehicles with engines below 660 cc, the drop this year has been 6.4 percent, to 5,332,100 units.

A small increase in the mini market and import segments kept September from being completely bleak.

But, says analyst Koji Endo of S.G. Warburg Securities: "The market has not really bottomed out yet. There is no sign of growth."

It was the second consecutive month of decline for the large-car segment, over 2.0 liters, which had been enjoying gains even as the broad market fell for two years.

Japan's Big Five automakers posted mixed results in September. Toyota was flat, Nissan and Honda were off, and Mazda and Mitsubishi were up.

Nissan had a relatively high sales figure a year ago when it was introducing three major remodeled vehicles: the Cedric/Gloria, Cima, and Bluebird.

Mitsubishi's upturn is fueled largely by its lightweight commercial vehicles.

Mazda sales were supported by a major internal campaign to get employees to buy a new car or get a friend to buy one.

Sales of mini vehicles climbed 2.4 percent, the first upturn in 17 months.

Sparked by increased shipments of station wagons from U.S. Toyota and Honda transplants, September import sales climbed 9.0 percent to 19,370 units. Except for a blip in June of this year, the increase is the only real one since December 1990.

The German makes, which dominate the import market, also reported mixed results. BMW and Volkswagen were down, Mercedes Benz and Audi were up.

For the Big 3, General Motors was down 9.5 percent to 817 units, Ford was up 23.5 percent to 294, and Chrysler was up 39.8 percent to 151.

European sales rise 7.2%

VW leads market, up 31.1% in Sept.

DIANA T. KURYLKO
Staff Reporter

FRANKFURT — Despite the currency confusion and reduced production schedules in Great Britain, European sales of cars and light trucks in September were up 7.2 percent over the prior year.

September sales in the 17 nations surveyed by *Automotive News* were 937,000 units vs. 874,300 a year earlier.

For the nine-month period, sales were down 1.5 percent to 10.5 million units, from 10.7 million in 1991. Analysts now expect European sales to reach 13.1 million this year.

After a strong August, Germany again had a big increase in September, up 18.5 percent to 276,500 units from 233,300 a year earlier. Through September, German sales were down 9.3 percent.

In the other major markets, Italy was up 13 percent in September to 162,000 units and French sales improved 3.5 percent to 146,900 vehicles. The United Kingdom continued to show signs of the recession and sales were off 4 percent to 121,800 vehicles. Spain was off 1.1 percent to 55,000 units.

Volkswagen AG continued its runaway dominance of the European market, capturing a 17.7 percent share in September with a 31.3 percent sales increase to 165,600 units. VW has sales of 1.8 million for the nine-month period, up 5.6 percent from last year.

Peugeot S.A. is outperforming Ford of Europe and General Motors for the nine-month period. Sales of Peugeot, Citroen and Talbot makes were up 2.2 percent for September, and for the nine months the group topped GM with 1.3 million units, up 2.2 percent from a year earlier.

GM sales were up 32.1 percent for the month, increasing to 115,300 vehicles as the Astra production neared capacity, from 87,300 units last year. But nine-month sales are off 1 percent, ranking GM third for the period with a 12 percent market share.

Ford sales were down for both the month and year to date, making it the only Big Six European maker to show a decline in September. Sales fell 13.4 percent in September to 93,700 units, and were off 6 percent for the first three quarters to 1.2 million units.

EUROPEAN SALES BY MANUFACTURER

Ranked by year-to-date Manufacturer	Sept. 1992	Sept. 1991	9 mos., 1992	9 mos., 1991
Volkswagen[1]	165,600	126,100	1,799,100	1,704,400
Peugeot S.A.[2]	112,900	110,500	1,265,400	1,237,800
General Motors[3]	115,300	87,300	1,259,300	1,275,700
Fiat Auto[4]	108,200	100,200	1,232,700	1,335,600
Ford[5]	93,700	108,200	1,214,900	1,293,000
(Jaguar)	800	1,000	8,700	10,200
Renault	92,600	86,200	1,098,500	1,039,700
BMW	29,600	31,800	348,100	318,900
Nissan	29,300	30,600	341,300	365,800
Mercedes-Benz	27,500	35,200	322,300	365,700
Toyota	28,900	27,900	258,400	293,800
Rover	26,400	23,100	248,300	284,900
Mazda	20,700	21,700	215,300	236,800
Volvo	12,400	12,500	159,200	155,400
Honda	13,600	13,500	140,800	137,900
Mitsubishi	12,000	14,900	127,800	158,500
Suzuki	8,400	7,500	85,500	82,100
Lada	7,600	8,400	70,800	84,300
Subaru	3,800	3,600	41,600	41,900
Saab	3,400	3,800	39,900	39,800
Skoda	3,800	3,400	37,600	38,000
Daihatsu	3,200	4,100	36,300	42,800
Others	18,100	13,900	158,200	132,300
TOTAL	**937,000**	**874,300**	**10,501,300**	**10,665,100**

1 Includes Volkswagen, Audi and Seat brands.
2 Includes Peugeot and Citroen.
3 Includes Opel, Vauxhall, GM—U.S. and Isuzu; excludes Saab.
4 Includes Fiat, Alfa Romeo and Lancia.
5 Includes Jaguar.

NEW-CAR SALES BY COUNTRY IN EUROPE

Country	9 mos., 1992	Pct. change vs. 1991
Germany	3,046,900	– 9.3
Italy	1,880,300	4.2
France	1,513,900	0.4
United Kingdom	1,297,400	– 2.6
Spain	753,800	12.7
Belgium-Lux.	419,100	2.5
Netherlands	389,100	– 7.5
Austria	260,700	– 6.9
Switzerland	234,000	– 5.8
Portugal	206,700	23.0
Greece	145,200	17.6
Sweden	121,100	– 11.5
Denmark	70,600	5.8
Ireland	59,600	– 1.0
Finland	57,700	– 23.0
Norway	45,200	11.9
TOTAL	**10,501,300**	**– 1.5**

DOMESTIC AND IMPORTED CAR & LIGHT-TRUCK INVENTORIES

Vehicles are domestic unless noted. Vehicles are cars unless noted.

	Units	Days' Supply Oct. 1, 1992	Days' Supply Sept. 1, 1992
ALFA ROMEO (imp.)	**800**	**140**	**96**
Acura (imp.)	**20,700**	**52**	**64**
Domestic car	76,600	42	44
Imported car	44,800	86	60
Honda	**121,400**	**52**	**48**
AMERICAN HONDA	**142,100**	**52**	**50**
BMW (imp.)	**11,800**	**50**	**66**
Summit	2,500	88	121
Talon	9,500	90	93
Vision	2,000	79	20
Wrangler (trk.)	10,500	73	75
Cherokee (trk.)	27,200	69	68
Grand Cherokee (trk.)	18,100	42	47
Comanche (trk.)	400	62	66
Total Jeep-Eagle	**14,000**	**88**	**71**
Total Jeep-Eagle (imp.)	**7,200**	**173**	**158**
Total Jeep-Eagle (trk.)	**56,200**	**58**	**61**
Laser	8,300	88	109
Sundance	18,200	79	83
Acclaim	15,600	50	71
Voyager (trk.)	43,000	69	74
Total Plymouth	**42,200**	**66**	**82**
Total Plymouth (trk.)	**43,000**	**69**	**74**
LeBaron A	5,800	63	81
LeBaron J	10,100	76	105
Concorde	1,500	211	105
Fifth Avenue	9,100	62	85
Imperial	1,600	71	87
New Yorker C	4,200	58	77
Town & Country (trk.)	3,700	80	65
Total Chrysler	**33,200**	**68**	**89**
Total Chrysler (imp.)	**14,700**	**145**	**119**
Total Chrysler (trk.)	**3,700**	**80**	**65**
Shadow	20,500	70	77
Daytona	4,600	78	86
Spirit	15,400	50	79
Intrepid	5,100	75	49
Dynasty	11,700	45	70
Viper	100	192	145
Vans (trk.)	20,000	121	110
Ram Wagon (trk.)	1,900	54	82
Caravan (trk.)	45,700	60	69
Caravan C/V (trk.)	700	45	86
Ram 50 (imp. trk.)	2,400	99	142
Ramcharger (trk.)	1,000	91	91
Dakota (trk.)	38,900	81	93
Pickups (trk.)	19,800	87	95
Total Dodge	**57,500**	**58**	**74**
Total Dodge (imp.)	**7,000**	**130**	**74**
Total Dodge (trk.)	**130,500**	**76**	**86**
Total domestic car	**146,900**	**65**	**79**
Total imported car	**28,900**	**147**	**122**
Total domestic truck	**233,400**	**69**	**76**
CHRYSLER CORP.	**409,200**	**70**	**80**
Escort	71,200	84	85
Mustang	21,500	71	95
Tempo	33,100	50	56
Taurus	70,500	51	57
Thunderbird	17,900	76	63
Probe	25,300	106	90
Crown Victoria	21,900	66	70
Vans (trk.)	41,200	78	83
Aerostar (trk.)	29,100	64	48
Club Wagon (trk.)	5,200	56	41
Ranger (trk.)	31,000	47	56
Bronco (trk.)	6,500	77	88
Explorer (trk.)	38,500	40	41
Pickups (trk.)	119,200	60	65
Total Ford Division	**261,400**	**66**	**70**
Total Ford Division (imp.)	**12,700**	**126**	**115**
Total Ford Division (trk.)	**274,000**	**56**	**59**
Topaz	15,300	54	49
Sable	19,300	57	51
Cougar	12,000	80	50
Grand Marquis	21,500	53	70
Villager (trk.)	3,300	42	52
Total Mercury	**68,100**	**58**	**56**
Total Mercury (imp.)	**18,800**	**103**	**90**
Total Mercury (trk.)	**3,300**	**42**	**52**
Continental	8,100	63	58
Town Car	18,800	45	71
Mark VII	500	28	56
Total Lincoln	**27,400**	**48**	**66**
Total L-M Div.	**95,500**	**55**	**58**
Total domestic car	**356,900**	**62**	**66**
Total imported car	**31,500**	**111**	**99**
Total domestic truck	**277,300**	**56**	**59**
FORD MOTOR CO.	**665,700**	**61**	**64**
Somerset/Skylark	10,300	37	114
Century	11,200	27	46
Regal	16,700	63	54
LeSabre	30,000	55	68
Roadmaster	10,500	72	79
Electra/Park Ave.	15,800	75	92
Riviera	2,800	73	85
Total Buick	**97,300**	**51**	**68**
Allante	1,300	307	121
Seville	7,500	38	61
DeVille	18,900	60	68
Brougham	4,300	205	164
Fleetwood	2,000	78	154
Eldorado	7,100	51	81
Total Cadillac	**41,100**	**59**	**75**
Geo Prizm	7,400	38	26
Cavalier	29,200	50	54
Camaro	8,900	45	61
Corsica/Beretta	19,300	58	48
Lumina	37,400	52	47
Capnce	16,100	100	80
Corvette	6,200	98	122
Vans (trk.)	27,600	91	95
Sportsvan (trk.)	1,000	62	124
Geo Tracker (trk.)	11,300	101	93
Astro (trk.)	31,600	101	104
Lumina APV (trk.)	8,300	69	73
S10 (trk.)	48,300	76	67
S10 Blazer (trk.)	24,800	46	44
Blazer (trk.)	5,300	67	75
Suburban (trk.)	5,800	27	39
Pickups (trk.)	110,600	63	56
Total Chevrolet	**124,500**	**50**	**45**
Total Chevrolet (imp.)	**49,000**	**125**	**183**
Total Chevrolet (trk.)	**274,600**	**67**	**64**
Achieva/Calais	18,200	69	96
Cutlass Ciera	16,200	40	54
Cutlass Supreme	14,400	68	102
Eighty Eight	20,500	82	109
Ninety Eight	5,800	74	75
Toronado	1,000	68	48
Silhouette (trk.)	2,500	64	71
Bravada (trk.)	2,400	79	82
Total Oldsmobile	**76,100**	**61**	**82**
Total Oldsmobile (trk.)	**4,900**	**70**	**75**
Sunbird	8,500	44	54
Firebird	4,500	54	82
Grand Am	37,800	57	50
Grand Prix	17,200	58	58
Bonneville	18,800	64	56
Trans Sport	6,400	63	66
Total Pontiac	**86,800**	**57**	**55**
Total Pontiac (imp.)	**2,800**	**97**	**88**
Total Pontiac (trk.)	**6,400**	**63**	**66**
Vans (trk.)	16,500	128	127
Safari (trk.)	12,900	124	121
S15/Sonoma (trk.)	15,500	103	84
S15 Jimmy (trk.)	9,400	65	63
Jimmy (trk.)	2,300	86	139
Suburban (trk.)	3,400	37	48
Pickups (trk.)	37,900	75	66
Total GMC (trk.)	**97,900**	**84**	**79**
Total Saturn	**11,300**	**19**	**28**
Total domestic car	**437,100**	**52**	**52**
Total imported car	**51,800**	**123**	**171**
Total domestic truck	**383,800**	**71**	**68**
GENERAL MOTORS	**872,700**	**61**	**65**
HYUNDAI (imp.)	**20,300**	**55**	**55**
Imported car	800	46	58
Truck (dom./imp.)	39,800	102	115
ISUZU	**40,600**	**100**	**112**
JAGUAR (imp.)	**1,000**	**45**	**47**
LAND ROVER (imp. trk.)	**1,100**	**94**	**81**
Domestic car	15,700	63	48
Imported car	34,200	69	61
Truck (dom./imp.)	26,100	86	76
MAZDA	**76,000**	**73**	**62**
MERCEDES-BENZ (imp.)	**9,800**	**55**	**65**
Domestic car	18,500	106	115
Imported car	28,400	107	148
Imported truck	7,200	125	169
MITSUBISHI	**54,100**	**108**	**138**
Infiniti (imp.)	**7,400**	**38**	**35**
Domestic car	35,700	67	56
Imported car	53,600	66	70
Truck (dom./imp.)	55,000	79	79
Nissan	**144,300**	**71**	**69**
NISSAN MOTOR CORP.	**151,700**	**68**	**66**
PORSCHE (imp.)	**1,000**	**77**	**83**
SAAB (imp.)	**6,200**	**78**	**68**
Domestic car	30,500	197	217
Imported car	19,600	132	128
SUBARU	**50,100**	**162**	**171**
Car (dom./imp.)	2,500	97	194
Truck (dom./imp.)	6,100	88	117
SUZUKI	**8,600**	**90**	**135**
Lexus (imp.)	**5,600**	**19**	**20**
Domestic car	18,200	19	24
Imported car	39,700	35	28
Imported truck	31,100	35	37
Toyota	**89,000**	**29**	**29**
TOYOTA MOTOR SALES	**94,500**	**29**	**28**
Audi (imp.)	**5,300**	**84**	**108**
Volkswagen (imp.)	**22,800**	**89**	**100**
Volkswagen (trk.)	**1,500**	**136**	**191**
VWoA	**29,600**	**90**	**103**
VOLVO (imp.)	**11,000**	**94**	**57**
Domestic car	**1,136,000**	**58**	**60**
Imported car	**458,400**	**70**	**70**
TOTAL CAR	**1,595,400**	**59**	**63**
Domestic truck	**891,200**	**68**	**65**
Imported truck	**167,800**	**72**	**71**
TOTAL TRUCK	**1,059,000**	**66**	**66**
TOTAL STOCK	**2,654,400**	**62**	**64**

Cars and trucks go own ways as year kicks off

JIM HENRY
Staff Reporter

The light-vehicle market began the 1993 model year with a widening split between rising truck sales and falling car sales.

Truck sales jumped 20.3 percent, while cars dropped 11.1 percent in the first 10 days of October. Automakers sold 299,314 cars and trucks, off 1.4 percent from the year-ago period.

Trucks have provided the only real growth so far this year, but as of Oct. 1, cars were in shorter supply than trucks. At the start of the month, the industry had a 59-day supply of cars and a 66-day supply of trucks, with a 62-day supply overall. That's down slightly from Sept. 1 levels, and up from 58 days a year ago. Last year, the supply of domestic-built cars was the lowest in nine years.

Early-October sales showed wide swings behind the steady inventory numbers.

In the Oct. 1-10 period, Ford Motor Co. trucks shot up 35.0 percent. The hot Ford Explorer was down to a 40-day supply Oct. 1.

Ford car sales also rose, up 6.1 percent. The Ford Taurus, another strong gainer, was down to a 51-day supply Oct. 1. Ford Motor Co. sales topped the slow year-ago period by 16.2 percent.

General Motors trucks climbed 24.8 percent, but GM sales were about even with a poor year-ago period because of a fall-off in cars. As of Oct. 1, the Saturn division had one of the lowest inventories in the business — 19 days.

Chrysler Corp. trucks rose nearly 16.0 percent, but car sales fell about 22.0 percent. Strong September sales helped clear the shelves at Chrysler, which had a 70-day supply Oct. 1, compared with 80 days a month earlier.

Automotive News estimates 10-day sales for Chrysler and for most imports.

Ten-day sales for American Honda Motor Co. Inc. and Toyota Motor Sales U.S.A. Inc. both fell short of a strong year-ago period. Toyota, which was up 39.1 percent last year, fell 18.7 percent this year. American Honda was up 29.1 percent a year ago, but plummeted 38.6 percent this year. Toyota's Lexus was down to a 19-day supply on Oct. 1.

10-DAY CAR AND TRUCK SALES, BY MAKE

	Oct. 1-10, 1992	Oct. 1-10, 1991
ALFA ROMEO (Imp. car)*	**29**	**44**
Acura (Imp. car)	**2,155**	**3,240**
Domestic car	7,906	13,560
Imported car	3,561	5,367
Honda	**11,467**	**18,927**
AMERICAN HONDA	**13,622**	**22,167**
ASTON MARTIN		
Imported car*	**1**	**1**
BMW (Imp. car)*	**1,177**	**929**
Domestic car*	2,767	3,532
Imported car*	0	43
Domestic truck*	118	102
Chrysler Division*	**2,884**	**3,677**
Domestic car*	7,790	9,947
Imported car*	503	678
Domestic truck*	13,323	11,509
Imported truck*	121	64
Dodge*	**21,737**	**22,198**
Domestic car*	811	1,035
Imported car*	209	217
Eagle*	**1,020**	**1,253**
Domestic truck*	5,147	4,446
Jeep*	**5,147**	**4,446**
Domestic car*	4,532	5,786
Imported car*	274	407
Domestic truck*	4,912	4,243
Plymouth*	**9,717**	**10,435**
Domestic car*	15,899	20,300
Imported car*	985	1,345
Domestic truck*	23,500	20,300
Imported truck*	121	64
CHRYSLER CORP.*	**40,505**	**42,009**
Imported car*	14	99
Imported truck*	4	31
DAIHATSU*	**18**	**131**
FERRARI (Imp. car)*	**16**	**16**
Domestic car	34,3[illegible]	31,956
Imported car	728	1,512
Domestic truck	34,846	26,447
Ford Division	**69,890**	**59,915**
Domestic car	5,156	3,904
Lincoln	**5,156**	**3,904**
Domestic car	10,599	9,486
Imported car	1,562	2,488
Domestic truck	856	0
Mercury	**13,017**	**11,974**
Domestic car	50,071	45,346
Imported car	2,290	4,000
Domestic truck	35,702	26,447
FORD	**88,063**	**75,793**
Domestic car	13,514	12,987
Buick	**13,514**	**12,987**
Domestic car	5,026	6,666
Cadillac	**5,026**	**6,666**
Domestic car	20,838	28,178
Imported car	2,194	1,503
Domestic truck	29,703	23,549
Imported truck	94	40
Chevrolet	**52,829**	**53,270**
GMC	**8,544**	**6,740**
Domestic car	8,261	11,226
Domestic truck	607	644
Oldsmobile	**8,868**	**11,870**
Domestic car	11,665	10,349
Imported car	155	525
Domestic truck	850	895
Pontiac	**12,670**	**11,769**
Domestic car	4,419	2,515
Saturn	**4,419**	**2,515**
Domestic car	63,723	71,921
Imported car	2,349	2,028
Domestic truck	39,704	31,828
Imported truck	94	40
GENERAL MOTORS	**185,870**	**185,817**
HYUNDAI†	**1,846**	**2,403**
Imported car*	87	199
Domestic truck	1,052	755
Imported truck*	462	1,002
ISUZU*	**1,600**	**1,957**
JAGUAR (Imp. car)*	**112**	**146**
LAMBORGHINI (Imp. car)*	**3**	**3**
LAND ROVER (Imp. trk)*	**57**	**56**
LOTUS (Imp. car)*	**5**	**5**
MASERATI (Imp. car)*	**4**	**4**
Domestic car	1,216	1,077
Imported car*	2,461	2,034
Domestic truck	105	258
Imported truck*	1,369	1,798
MAZDA*	**5,151**	**5,167**
MERCEDES-BENZ		
Imported car*	**888**	**1,072**
Domestic car	1,423	1,018
Imported car*	1,332	1,442
Imported truck*	288	537
MITSUBISHI*	**3,042**	**2,997**
Infiniti	**970**	**551**
Domestic car	2,940	1,598
Imported car*	4,045	5,728
Domestic truck	2,270	2,507
Imported truck*	784	688
Nissan*	**10,039**	**10,520**
NISSAN MOTOR CORP.	**11,010**	**11,072**
PEUGEOT (Imp. car)*	**0**	**89**
PORSCHE (Imp. car)*	**65**	**69**
ROLLS/BENTLEY		
Imported car*	5	4
SAAB (Imp. car)*	**396**	**445**
STERLING (Imp. car)*	**0**	**57**
Domestic car	1,209	1,435
Imported car*	744	889
SUBARU*	**1,953**	**2,324**
Imported car	129	105
Imported truck	275	183
SUZUKI†	**404**	**288**
Lexus (imp. car)	**1,498**	**2,190**
Domestic car	5,782	8,284
Imported car	7,901	9,176
Domestic truck	2,138	13
Imported truck	3,917	6,445
Toyota	**19,738**	**23,918**
TOYOTA MOTOR SALES	**21,236**	**26,108**
Audi (imp. car)*	**315**	**239**
Imported car*	1,280	1,492
Imported truck*	55	72
Volkswagen*	**1,335**	**1,564**
VWoA*	**1,650**	**1,803**
VOLVO*†	**585**	**691**
YUGO (Imp. car)*	**0**	**66**
Domestic car	**150,169**	**164,539**
Imported car	**37,248**	**46,167**
TOTAL CAR	**187,417**	**210,706**
Domestic truck	**104,471**	**82,095**
Imported truck	**7,425**	**10,917**
TOTAL TRUCK	**111,896**	**93,012**
TOTAL CAR & TRK.	**299,314**	**303,718**

*Estimated †Breakdown of North American built and imported car sales not available
There were 9 selling days in the period this year and 9 last year.

EARNINGS

Chrysler profits; Ford, GM see red

continued from PAGE 3

soft economies in the United States and Europe.

Ford said industry sales rates in the United States, Europe and other markets remain low and "these factors, coupled with seasonal dealer inventory adjustments, are expected to result in a loss in the third quarter."

Earnings could be worse. The Big 3 reported a combined net loss of $7.5 billion for 1991.

Third-quarter earnings are traditionally weak due to retooling costs and end-of-year model clearance sales. Combined third-quarter losses in 1991 were $1.7 billion.

The difference this year is that the Big 3 benefitted from a 3 percent improvement in production over last year, lower incentive costs and better fleet-to-retail sales mix. Automaker profits on retail sales of vehicles are higher than on fleet sales.

Chrysler continues to ride the crest of its low-cost manufacturing and rich product mix including strong consumer acceptance of new vehicles such as the Jeep Grand Cherokee.

Automakers will begin announcing third-quarter earnings this week.

VW will idle Passat and parts plants

FRANKFURT — Declining demand has forced Volkswagen AG to cut annual production of the Passat medium-sized family car by 11,600 vehicles through the end of the year. It is the first slowdown for Europe's biggest automaker since the mid-1980s.

Volkswagen, which captured a commanding 17.7 percent share of the European market in September, will shut its Emden plant that makes Passats Nov. 23-27 and Dec. 7-11, which will idle 11,000 of the factory's 12,000 workers. Emden will manufacture 250,000 Passats this year.

A transmission and stamping plant at Kassel will idle 2,500 of the 19,000 workers that make Passat parts, during the same period.

In addition, the truck plant at Hanover will reduce production of the Transporter T4 vehicle by 5,000 vehicles to 170,000 units this year by requiring workers to take a two-day holiday in late November.

Mercedes-Benz AG and Ford-Werke AG announced production cuts earlier this month. Adam Opel AG and BMW AG said they had no plans to trim output.

— Diana T. Kurylko

No cars? Saturn dealer trains staff

ARLENA SAWYERS
Staff Reporter

Don Lucas didn't have any Saturns to sell last week, but he kept the 150 employees in his four Saturn stores busy anyway.

Lucas, president of the Lucas Dealership Group in Cupertino, Calif., and his employees took a week-long refresher course in the Saturn way of doing things.

"There is no ideal time to be out of cars, but we've tried to turn a negative into a positive," Lucas said.

The stores — three located in northern California and another in Hawaii — have about 31 cars among them. Normally, each facility would have about 30 new cars on the lot.

Saturn reported a 19-day supply on Oct. 1, down sharply from a 42-day supply of cars a year earlier.

Saturns have been in short supply since last summer. Growing sales have taxed Saturn's Spring Hill, Tenn., plant, which is already operating at capacity. The shortage was compounded by a strike at a GM plant that supplied Saturn.

Lee Lucas, president of the group's Saturn division, said the company held 428 Saturn orders last week, down from about 450 a few weeks ago.

"We get them by the truck loads, about 10 at a time. Nine of the 10 are already sold," he said.

Lucas sold 2,057 Saturns in calendar 1991, and expects to sell 3,800 this year. Sales through July totaled 2,635.

The group plans to open Saturn stores in San Francisco and San Jose this year.

The training sessions, conducted by a team from the Saturn factory, included such mutual-trust builders as falling backwards off a ladder into the arms of teammates and being led blindfolded through an obstacle course by co-workers. AN

Mercedes says increase is 0.1%

JIM HENRY
Staff Reporter

TYSON'S CORNER, Va. — Mercedes-Benz of North America Inc. continues to sacrifice profit to protect its market share.

Price hikes for the 1993 models introduced so far range from zero to 2 percent, despite significant improvements to some models in the mid-sized 300 class, such as airbags and new engines.

Mercedes will continue to offer its subsidized "Win/Win" leases, said Michael Bassermann, president and chief executive officer.

U.S. sales through September were up 9.2 percent to 47,645 units, after falling about 25 percent last year.

"The uncertainty of the upcoming election is causing hesitancy on the part of our customers," Bassermann said.

Daimler-Benz of North America Corp., the holding company that includes the Mercedes distributor, reported net income of $54 million in 1991. That was only $1 million below 1990, but it was 28.6 percent below 1989. Mercedes-Benz cars account for about 75 percent of the holding company's sales.

Mercedes-Benz of North America said its 1993 price hikes averaged 0.1 percent. *Automotive News* estimates that amounts to $532.

A year ago, when the 1992 models were introduced, the Mercedes increase averaged 4.4 percent, which *Automotive News* put at $2,215.

Price hikes were enormous for the 1992 S class, which was an all-new model. The least-expensive version, the 300SE, was more than $11,000 above its predecessor. This year, the 1993 300SE is $500 above last year.

For 1993, Mercedes held the line on its 190-class models, which were introduced earlier. The 190 will be replaced by an all-new model next year.

Mercedes 300-class cars rose $400 to $850, even though the 300E sedan, the 300E 2.8 sedan, the 300CE coupe and the 300TE station wagon all got new, 24-valve engines. The new 300CE cabriolet debuts with a sticker of $76,500.

The S-class sedans, which were little changed for 1993, went up $500 to $1,200. Mercedes added the long-wheelbase 400SEL to replace the 400SE. Still to come are S-class coupes badged 500SEC and 600SEC.

SL-class roadsters for 1993 will be introduced later this year including the new 600SL.

On a percentage basis, the 300 models rose 0.8 to 2.0 percent, and the S class went up 0.7 to 1.0 percent. AN

BMW prices rise

WOODCLIFF LAKE, N.J. — BMW of North America Inc. announced a price increase averaging 4.4 percent, or $1,552, for its 1993 models, but the company said that equipment additions played a big role in the boost.

"When new equipment is factored into the pricing, the actual increase is only 1.1 percent," said President Karl Gerlinger. *Automotive News* estimates that the 1.1 percent amounts to $380.

New standard equipment includes a V-8 engine and electronically controlled five-speed automatic transmission for the 740i and 740iL sedans. The V-8 replaces the inline six-cylinder powerplant used in last year's models, which were designated 735i and 735iL.

New standard features include eight-way electric seats for the 325i four-door and the 325is two-door, and leather interior and wood trim for the 525i four-door.

Final 1993 prices have also been announced by Audi of America Inc. and several other importers. AN

1993 IMPORT PRICES

(Not adjusted for equipment changes)

	1993 Price	Change from final 1992 price
BMW		
3 Series		
318is 2-door	$ 24,810	+$1,210
318i 4-door	23,710	+ 810
325iC convertible	36,320	0
325iS 2-door	30,950	+ 1,850
325i 4-door	29,650	+ 1,660
5 Series		
525i 4-door	37,100	+ 1,500
525iT 4-door	39,800	+ 1,200
535i 4-door	44,350	0
M5 4-door	60,700	+ 2,100
7 Series		
740i 4-door	54,000	+ 1,010
740iL 4-door	58,000	+ 1,050
750iL 4-door	80,900	+ 4,400
8 Series		
850Ci 2-door	83,400	+ 4,900
MERCEDES-BENZ		
190 Class		
190E 2.3 4-door	28,950	0
190E 2.6 4-door	34,000	0
300 Class		
300D 4-door*	43,800	+ 850
300E 2.8 4-door	43,800	+ 850
300E 4-door	49,900	+ 400
300E 4Matic 4-door (awd)	57,700	+ 600
400E 4-door	56,400	+ 600
500E 4-door	80,000	+ 800
300TE wagon	54,400	+ 500
300TE 4Matic wagon (awd)	61,700	+ 600
300CE coupe	61,000	+ 600
300CE Cabriolet**	76,500	—
S Class		
300SD 4-door*	69,900	+ 500
300SE 4-door	69,900	+ 500
400SEL 4-door	78,700	+ 800
500SEL 4-door	94,400	+ 900
600SEL 4-door	129,000	+ 1,200
*Not available in California **New model for 1993		
AUDI		
Audi 90		
S 4-door*	25,850	—
CS 4-door*	28,700	—
CS Quattro Sport 4-door (awd)*	32,250	—
Audi 100		
4-door	30,400	+ 2,300
S 4-door	33,250	+ 2,900
CS 4-door	37,750	+ 4,350
CS Quattro 4-door (awd)	40,950	+ 4,550
CS Quattro wagon (awd)	44,250	+ 3,450
Audi S4		
Turbo 4-dr (awd)	46,850	+ 3,100
Audi V8		
Quattro 4-door (awd)	56,400	+ 2,500
*New model for 1993		
VOLVO		
240 Series		
4-door	21,820	+ 1,000
Wagon	22,820	+ 500
850 Series		
4-door*	24,100	—
940 Series		
4-door	24,995	0
Wagon*	25,995	—
960 Series		
4-door	35,675	+ 1,700
Wagon	36,675	+ 2,020
*New model for 1993		
MITSUBISHI		
Expo LRV		
3-door wagon	11,429	+ 260
3-door Sport Wagon	14,269	+ 2,280
3-door wagon (awd)	13,169	+ 726
Expo		
4-door wagon	13,569	+ 20
SP 4-door wagon	15,669	+ 1,160
4-door wagon (awd)*	14,889	—
SP 4-door wagon (awd)	17,019	+ 1,180
Mighty Max pickup		
Standard cab (2wd)	8,539	+ 310
Macrocab (2wd)	9,909	+ 350
V-6 (4wd)	12,979	+ 450
Montero		
4-door	18,929	+ 420
RS 4-door	20,769	+ 540
LS 4-door	24,650	+ 950
SR 4-door	25,250	+ 2,125
*New model for 1993 Prices of other Mitsubishi models were published in the Sept. 28 issue of Automotive News		
CHRYSLER IMPORTS		
Dodge Colt		
2-door	7,806	+ 232
GL 2-door	8,705	+ 302
4-door*	9,448	—
GL 4-door*	10,423	—
Dodge Stealth		
2-door hatch	18,506	+ 666
ES 2-door hatch	20,322	+ 534
RT 2-door hatch	27,366	+ 847
RT Turbo 2-door hatch (awd)	33,107	+ 987
Eagle Summit		
DL 2-door	7,806	+ 232
ES 2-door	8,705	+ 302
DL 4-door	9,448	+ 180
ES 4-door	10,423	+ 126
DL wagon	11,455	+ 58
LX wagon	12,368	+ 266
Wagon (awd)	13,539	+ 70
Plymouth Colt		
2-door	7,806	+ 232
GL 2-door	8,705	+ 302
4-door*	9,448	—
GL 4-door*	10,423	—
Vista wagon	11,455	+ 58
Vista SE wagon	12,368	+ 266
Vista wagon (awd)	13,539	+ 70
*New model for 1993		

NASSER

Ford exec told to revive Europe

continued from PAGE 3

months after assuming the presidency at Ford Australia in 1990, an almost completely new team of younger faces found itself in positions of power.

His fast track to the chairmanship of Ford's European operations bypassed several significant rungs on the Ford ladder. His promotion follows five years in South America, culminating as vice president of finance with Ford's Autolatina joint venture with Volkswagen AG, and a tumultuous 35 months as president of Ford Australia.

TROUBLE AT HOME

He came home to Melbourne, where he joined Ford as a graduate financial analyst in 1968, to find a bloated bureaucracy, a bland corporate image, two badly executed major product introductions and some fairly dull cars of poor quality.

Ford was on a slide, losing its decade-long market leadership to Toyota and posting losses.

The situation was similar to one Nasser will face in Europe. Ford of Europe is accused of having dull products, is losing money and its share of the market this year has slipped to 11.6 percent through September, down from 12.1 percent last year. The scale is different; the European market is 30 times as big as the 515,000 cars and trucks sold in Australia in 1991.

In Australia, Nasser's response was to write to every Ford employee detailing, in very plain language, the company's predicament. The document was long on home-truths and devoid of corporate-speak. He stressed that Japanese cost and quality standards were his goal and that major job cuts were imminent. He then cut a swath through executive, middle-management and factory floor ranks, shrinking Ford Australia's payroll by one-third to 8,500. By comparison, Ford has 117,000 employees in Europe.

Two years later, the much-criticized Ford Falcon, the company's biggest seller, emerged near the top of Australia's quality rankings and, after four years in the sales wilderness, regained its position as Australia's No. 1 seller. This without a single sheet-metal change.

Along the way, Nasser introduced affordable anti-lock brakes, smart color and trim combinations, more aggressive handling, increased performance, extended warranties and a large dose of added value equipment. He surprised rival General Motors with rapid-fire improvements.

PRODUCT, FINANCE SAVVY

Nasser is a hands-on product man, a regular visitor to Ford Australia's design studios and frequent fast-lane operator at the company's You Yangs Proving Ground. A lover of motorsports, he prompted Ford back on to Australian racetracks and was the driving force behind the formation of a joint venture with Britain's Tickford Ltd. to establish a Special Vehicle Operations-style, fast-car division at Ford Australia.

He's been equally adroit with the balance sheet. Ford Australia is operating profitably and, say insiders, the company's heavy debt load has been halved with an innovative approach to managing cash flow. Ford may even regain market leadership. It trails Toyota by just 3,000 units going into the last quarter.

Nasser has earned a high public profile with trenchant criticism of the Australian Opposition party's industrial and manufacturing policies. A recent message to employees, amounting to "don't vote for these guys if you want to keep your job," generated national publicity.

"I don't have an objective to be any one's fair-haired boy" he quips.

SHUNS CORPORATE ATTIRE

This engaging Lebanese-born Australian graduated from the Royal Melbourne Institute of Technology, then spent five years at Ford Australia before transferring to the United States. He worked in various financial positions in Asia-Pacific, Brazil and Argentina, interwoven with periods in the United States, before going home to restructure Ford of Australia.

Nasser projects a relaxed, controlled aura and he's seldom, if ever, seen in the corporate uniform of dark blue suit and conservative tie. He despairs of comment on his personal style but has a fondness for well-cut suits and antique Rolexes. He's also a regular at his brother's upscale Melbourne nightclub.

A natural communicator, he opened his first Australian press conference, facing a hostile audience, with the words:

> "I'll never tell you something I don't believe. I'll never meet with you and tell you something that will mislead you."

He has lived up to that promise.

Here's how a top-selling Australian Sunday newspaper reported that press conference: "Ford's new president speaks six languages. Arabic, Spanish, Portuguese, English, Straight and Corporate Blasphemy."

Europe can expect a whirlwind of energy and drive with a refreshing dash of informality.

"Whenever I enter a job" says Nasser, "I do so with a degree of reluctance. Whenever I leave a country or a job I leave with a degree of sadness, but I adapt pretty quickly and I enjoy it. I'm pretty demanding in what I expect from people, pretty single-minded. But I don't yell or scream. I'm pretty even tempered and I like people to express their views."

Europe, he readily admits, will be his biggest challenge.

The 1966 Mustang 289 convertible and the 1970 Aston-Martin DBS V-8 will stay in Melbourne.

But that long-discussed new Italian-built Moto Guzzi motorcycle may finally materialize in a garage near Ford of Europe's headquarters in England. AN

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>
> JAC NASSER
> FORD OF AUSTRALIA

VP

High mpg will kill how many jobs?

continued from PAGE 1

rent standard is 27.5 mpg for cars.

MVMA based projections for the year 2001 on these assumptions:

- A 10 percent decline in car and light truck sales. The sales drop is blamed on higher prices, due to the increased cost of fuel technology.
- An 87 percent drop in the sales of the Big 3's large and luxury cars, and a 72 percent drop in mid-sized cars.
- Increased sales of small cars, which require nearly 20 percent less labor than large cars.
- Asian transplants grabbing half the new market for smaller cars. Auto industry jobs would be cut because transplants require half the labor of Big 3 production.

That was the basic scenario. Only 173,000 jobs would be lost if sales held steady, the MVMA said. That could happen, for example, if the price of gas went up enough to make investments in new technology cost-effective.

In another scenario, 159,000 jobs would be lost if the Big 3 could raise their share of the small-car market to 53 percent.

In the worst-case projection, MVMA said total vehicle sales would drop an additional 1 million units as consumers held on to their older, bigger cars. In that case, 315,000 jobs would be lost, MVMA said.

The group issued its research as it fought CAFE increases during the last two sessions of Congress.

UAW economist Steve Beckman characterized the MVMA study as "speculation."

Said Beckman, "It's not based on real hard evidence of what might really happen."

But like the rest of the auto industry, the UAW opposed the Bryan proposal. "It's not technologically feasible," he said.

The union believes that more modest increases in fuel economy, coupled with revisions of the CAFE law, would help U.S. auto workers, Beckman said.

Privately, MVMA officials say they have been questioned by the Bush-Quayle campaign about the job loss estimates. They say the campaign was trying to get the MVMA to support the worst-case scenarios.

When asked about the Bush-Quayle inquiries, MVMA spokesman Edward Lewis said, "We stand by our numbers." He stressed that the association is neutral in the presidential campaign.

A Republican briefing paper on the issue accurately cites the MVMA figures on potential job losses. It also quotes Gov. Bill Clinton as saying he would seek to raise CAFE to 40 mpg by 2001 and 45 mpg by 2020.

Quayle's charge in last week's debate merged the upper range of those two unrelated statements.

Clinton has softened his own stance on CAFE, saying the goal of 45 mpg he endorsed earlier should be weighed against the feasibility of available technology to improve gas mileage.

In a Detroit speech in August, Clinton cited reports by the National Academy of Sciences and the U.S. Office of Technology Assessment. Those studies said CAFE standards in the range of 33 to 35 mpg would be technologically feasible by the end of the century.

Gore has been a leading Senate advocate of environmental protection.

In his book, *Earth in the Balance*, Gore said the cumulative effects of automobiles worldwide poses a "mortal threat" to the global environment. Gore makes no fuel economy recommendations in the book, but he said it should be possible to phase out the internal combustion engine over the next 25 years.

President Bush may try to get some mileage out of the fuel economy issue as the presidential debate shifts tonight to East Lansing, Mich., not far from headquarters for General Motors' Oldsmobile Division and several GM factories.

Bush has consistently opposed any increase in the CAFE standard. He says higher mileage requirements would cost jobs and lives would be lost by making cars smaller.

In the vice presidential debate, Quayle's charge on CAFE came during an answer to a question on balancing environmental protection with job growth. Quayle said that with "prudent policies," the United States can have both.

In his response, Gore never addressed CAFE. He said that his religious tradition has taught him to be a steward of the earth. He believes an "environmental revolution" will create jobs.

INCENTIVE WATCH— DEALER INCENTIVES

NEW PROGRAMS

HONDA (Expires Oct. 31)

Accord (1992)	$500

NISSAN (Expires Nov. 3. Rebates and terms vary by region.)

Sentra (1992)	$500-1,000
1600 NX, 240 SX (1992)	$1,000-1,500
Pathfinder (1992)	$1,000-1,750
Maxima (1992)	$1,000-2,000
Stanza (1992)	$1,000-2,300
300ZX (1992)	$1,000-2,500
Truck (1992)	$1,000-1,750
Truck (1993)	$750-1,600

CONTINUING PROGRAMS

ACURA (1992 models; expires Nov. 3)

Legend sedan	$2,500
Legend coupe	$1,000

CADILLAC (1992 models; expires Oct. 31)

DeVille, Fleetwood, Eldorado, Seville	$1,500

CHEVROLET (Expires Jan. 24)

Corvette (1992-93)	$1,000
Geo Prizm (1992)	$1,500

ISUZU (Expires Dec. 31)

Stylus (1991-93)	$300-600
Impulse (1991-92)	$1,500-2,500
Pickups 2.6-liter, short bed (1991-93, Calif. only)	$500-1,750 based on number sold
Pickups 2.3-liter (1991-93, 49 states)	$900-1,500 based on number sold
Other pickups (1991-93, 49 states)	$600
Rodeo 4x2 (1991-93)	$400
Rodeo 4x4 (1991-93)	$800-1,400 based on number sold
Rodeo 4x4 LS 3.2-liter (1991-93, Calif. only)	$800-1,900 based on number sold

LOTUS (1991 models; no expiration date)

Elan	$5,000
Esprit Turbo	$11,000-15,000

MITSUBISHI (Expires Dec. 31. Rebates and terms vary by region.)

Eclipse (1991-92)	7%-9% of sticker
Eclipse Turbo (1991-92)	$500 extra
Eclipse (1993)	4%-7% of sticker
Galant (1991-92)	0-$3,000
Galant (1993)	0-$1,750
Pickup (1991-92)	0-$1,800

OLDSMOBILE (1992 models; expires Jan. 24)

Achieva, Cutlass Supreme (except conv.), Ninety Eight, Bravada	$1,000
Eighty Eight, Silhouette	$750

SUBARU (1992 models; expires Nov. 3)

Legacy (invoiced before Feb. 4)	$500-2,500
Legacy (invoiced after Feb. 3)	$1,000-3,000
SVX	$2,000
Loyale awd wagon	$800

SUZUKI (Expires Dec. 2)

Swift (1992)	$500-1,000
Swift (1993)	$300-500
Sidekick (1992)	$700-1,000
Sidekick (1993)	$300-500

Rebates differ by model.

TOYOTA (Expires Nov. 3; all rebates are based on dealer's performance against quota)

Tercel (1992)	$100-500
Celica, Corolla (1992)	$400-800
Compact pickups:	
Base 1992	$800-1,200
Other 1992	$300-700
Base 1993	$600-1,000
Other 1993	$100-500

INCENTIVE WATCH — CUSTOMER INCENTIVES

CONTINUING PROGRAMS

CHRYSLER CORP.

1993 models

Expires Dec. 31 unless otherwise noted. In lieu of rebates, finance rates of 2.9 to 7.9 percent are available.

Chrysler LeBaron coupe (expires June 30)	$1,500
Imperial, New Yorker Fifth Ave. (both expire June 30)	$1,250
N.Y. Salon (expires June 30)	$750
LeBaron sedan	$750
LeBaron conv.	$700
Dodge Daytona (expires June 30)	$1,000
Dynasty, Spirit	$750
Shadow	$500
Dodge Ramcharger, Ram pickup (gas; expires June 30)	$1,500
Ram wagon (expires June 30)	$1,000
Dakota, Ram 50, Ram diesel pickup (excludes Club Cab)	$500
Eagle Talon	$700
Jeep Wrangler	$500
Cherokee (excludes Calif., Hawaii)	$500
Plymouth Acclaim	$750
Laser	$700
Sundance	$500
Minivans (excludes Calif., Hawaii)	
Caravan, Voyager (short and long wheelbase)	$500

1992 models

Expires Dec. 31. In lieu of rebates, finance rates of 2.9 to 7.9 percent are available.

Chrysler LeBaron coupe and conv., Imperial, N.Y. Fifth Ave.	$1,500
N.Y. Salon, LeBaron sedan	$1,000
Dodge Shadow conv., Monaco	$1,500
Other Shadow, Daytona, Spirit, Dynasty	$1,000
Colt 3-door (excludes Calif., Hawaii)	$700
Dodge Ramcharger	$2,000
Ram pickup (gas)	$1,500
Ram wagon	$1,000
Dakota, Ram 50 pickup	$750
Ram diesel pickup (excludes Club Cab)	$500
Eagle Talon Turbo, Premier	$1,500
Other Talon, Summit 4-door	$1,000
Summit 3-door (excludes Calif., Hawaii)	$700
Summit wagon (excludes Calif., Hawaii)	$500
Jeep Cherokee	$1,500
Comanche	$750
Wrangler	$500
Plymouth Laser Turbo	$1,500
Sundance, Acclaim, other Laser	$1,000
Colt 3-door (excludes Calif., Hawaii)	$700
Vista (excludes Calif., Hawaii)	$500
Minivans: (excludes Calif., Hawaii)	
Long wheelbase	$1,000
Short wheelbase	$500

FORD MOTOR CO.

1993 models

Expires Dec. 18. In lieu of rebates, 5.9 percent financing is available unless otherwise indicated.

Ford Crown Victoria	$1,000
Tarus (regional)	$500-750
Tempo, Festiva	$500
Escort (regional)	$200-500
Mustang (regional)	0-$500
Ford Bronco, Econoline RV pkg.	$1,000
Aerostar, Econoline Club Wagon	$500
F series (regional)	0-$300
Lincoln Town Car, Continental (no finance option)	$1,000
Mercury Grand Marquis, Capri	$1,000
Sable (regional)	$500-750
Topaz	$500
Tracer (regional)	$200-500

1992 models

Expires Dec. 18 unless otherwise indicated. In lieu of rebates, 5.9 percent financing is available.

Ford Crown Victoria	$2,000
Probe (regional)	$1,000-1,500
Thunderbird, Taurus SHO	$1,000
Mustang (regional)	$500-1,000
Tempo, Other Taurus (regional)	$500-750
Festiva	$500
Ford Econoline RV	$1,000
Ranger (regional)	$750-1,000
Aerostar (regional)	$500-750
Econoline Club Wagon	$500
F series (regional)	0-$300
Lincoln Mark VII	$3,000
Town Car, Continental	$2,000
No finance option on Lincoln	
Mercury Grand Marquis, Capri	$2,000
Tracer LTS (regional)	$400-1,500
Cougar	$1,000
Other Tracer	$400-1,000
Topaz, Sable (regional)	$500-750

GENERAL MOTORS

1993 models

Expires Jan. 24. In lieu of rebates, 2.9 to 6.9 percent financing is available.

Buick Riviera, Park Avenue Ultra	$750-1,500
Century, LeSabre, Regal, Roadmaster, Skylark	$250-1,000
Rebates based on option package offered	
Chevrolet Caprice, Geo Storm	$1,000
Corsica, Beretta, Lumina	$750
Lumina APV	$500
Chevrolet S10 Blazer, Sport Van (with YF-7 pkg.)	$1,000
S10 pickup	$750
Other Sport Van, Tracker, Astro	$500
C/K pickup (reg. cab)	$300
GMC Jimmy (excludes Typhoon), G-Van (with YF7)	$1,000
Sonoma	$750
Other G-Van, Safari	$500
Sierra pickup	$300
Oldsmobile Bravada	$1,500
Silhouette, Eighty Eight	$750-1,000
Ninety Eight	$500-1,000
Achieva, Cutlass Ciera, Cutlass Supreme	$500-750
Rebates based on option package ordered	
Pontiac Grand Am, Grand Prix, Bonneville, Trans Sport	$500

1992 models

Expires Jan. 24 unless otherwise noted. In lieu of rebates, finance rates of 2.9 to 6.9 percent are offered.

Buick Skylark	$1,000
Century, Regal, LeSabre, Roadmaster	$250-1,000
Rebates based on option package ordered	
Chevrolet Geo Storm	$1,500
Caprice	$1,000
Lumina, Corsica	$750
Beretta	$500
Cavalier	$400
Chevrolet S10 Blazer	$2,000
Sportvan (with YF7), Astro (with YF7)	$1,000
S10 pickup	$750
Lumina APV, other Sportvan, other Astro, Tracker	$500
C/K pickup (regular cab)	$300
GMC Jimmy (excludes Typhoon)	$2,000
G-Van (with YF7), Safari (with YF7)	$1,000
Sonoma	$750
Other G-Van, other Safari	$500
Sierra pickup	$300
Pontiac (expires March 31)	
Grand Prix, Bonneville	$1,250
Trans Sport	$1,000
Grand Am	$900
Sunbird	$750
Firebird	$500

1991 models

Chevrolet Geo Storm (expires Jan. 24)	$1,500

HYUNDAI (expires Nov. 3 on 1992-93 models)

Sonata (1993)	$750
Elantra (1993), Scoupe (1993), Excel (1993)	$500
Sonata (1992)	$1,500-2,000
Excel (1992), Scoupe (1992), Elantra (1992)	$750-1,000

MAZDA

Protege (1993, expires Jan. 5)	$700
MX-6 (1992, expires Nov. 3)	$1,400
626 (1992, expires Nov. 3)	$1,200
Protege and MPV (1992, expires Jan. 5)	$1,000
Pickup trucks (regional, 1993, expires Jan. 5)	$400-1,700
Pickup trucks (regional, 1992, expires Jan. 5)	$500-1,700

Nissan adds spiffs to '92s, some '93s

JENNIFER HEIL
Special Correspondent

Nissan has announced a new dealer incentive program that expires Nov. 3. Rebates and terms of the program vary among Nissan's seven regions.

Depending on region, the incentives for the 1992 Sentra range from $500 to $1,000; 1992 NX1600 and 240SX, $1,000 to $1,500; 1992 Maxima, $1,000 to $2,000; and 1992 Stanza, $1,000 to $2,300. The highest rebate range is for the 1992 300ZX, $1,000 to $2,500.

Dealer rebates range from $1,000 to $1,750 on the 1992 Pathfinder and 1992 trucks. Rebates for 1993 trucks range from $750 to $1,600.

Nissan also is in the process of selling off about 18,000 vehicles apparently damaged by acid rain. Nissan is giving dealers up to $1,000 per unit and cutting retail prices up to $1,200 per vehicle. (See story on Page 6)

Honda has placed a $500 dealer incentive on the 1992 Accord. It expires Oct. 31.

Hyundai added two more 1993 models to its customer incentive program. A $500 rebate was placed on the 1993 Scoupe and Excel models. Hyundai incentives expire Nov. 3.

incentive WATCH

SCHEDULED PLANT CLOSINGS

Plant	Weeks down	Units lost/ week
CHRYSLER		
Belvidere, Ill.	**10/19**	
Chrysler Fifth Avenue		900
Chrysler Imperial		200
Chrysler New Yorker		900
Dodge Dynasty		1,000
FORD		
Dearborn, Mich.	**10/19, 10/26, 11/2**	**2,800**
Ford Mustang		
Oakville, Ontario	**10/19, 10/26**	
Ford Tempo		3,000
Mercury Topaz		1,250
GENERAL MOTORS		
Janesville, Wis.	**10/19**	
Chevrolet medium-duty		200
GMC medium-duty		250
Detroit, Mich.	**10/26**	**250**
P-model		
Commercial vehicle chassis		
Total U.S. car		**5,800**
Total Canada car		**4,250**
Total U.S. truck		**700**
Total units lost week of 10/19		**10,750**

Source: Automotive News Data Center

EMCO

31-franchise auto group bought

continued from PAGE 1

Agoura Hills, Calif.

Emco President Ezra Mager said the company also had purchased six other franchises in the area in unrelated transactions. Some will go into DiFeo real estate while others will require new real estate acquisition.

The DiFeo franchises are spread across 21 locations in northern New Jersey; Rockland County, N.Y.; and Fairfield County, Conn. They include all General Motors and Chrysler brands and Lexus, Infiniti, Toyota, Honda, Nissan, BMW and Volkswagen.

Emco plans to add new dealerships in the future, Mager said.

"We hope to eventually have a company doing in excess of $1.5 billion in sales annually," he said.

The DiFeo name will remain on the dealerships and the former owners, brothers Samuel DiFeo Jr. and Joe DiFeo, were named executive vice presidents at Emco responsible for the management of the dealerships.

Joseph Herman, a former partner with the U.S. Auto Group, a Birmingham, Mich., holding company that operates a chain of dealerships around the country, was named chief executive officer.

Published reports say the DiFeo family will retain a 10 percent to 30 percent stake in the new partnership.

The DiFeo group has nine locations in Jersey City; seven in Danbury, Conn.; two each in Bound Brook, N.J., and Nyack, N.Y.; and one in Tenafly, N.J. Another location is to open in Waterbury, Conn.

Dave Power, president of J.D. Power and Associates, said the dealership acquisition is part of a growing trend toward dealership consolidations. He expects to see other large transactions in the near future.

Mager, a former investment banker, was involved in the purchase of the California-based Val Strough Dealership Group by Select Automotive in 1990. Select Automotive is a subsidiary of Warburg Pincus, a New York investment firm.

U.S. AND CANADA CAR AND TRUCK PRODUCTION

Vehicles are assembled in the United States unless noted. Vehicles are cars unless noted.

	Est. 10/12-10/17/92	Actual 10/5-10/10/92	10/1 10/17/92	Year 1/1-10/17/92	Year 1/1-10/19/91
Concorde (Can.)	850	1,105	2,513	5,474	0
LeBaron A	0	596	838	5,141	0
LeBaron J	0	686	930	40,055	19,800
New Yorker	0	563	916	15,605	7,461
Fifth Avenue	0	900	1,229	33,904	25,732
Imperial	0	161	247	4,976	7,151
Town & Country (trk.)	500	600	1,371	15,736	3,431
Total Chrysler Div.	**1,350**	**4,611**	**8,045**	**120,891**	**63,574**
Sundance	1,700	1,641	4,013	54,713	51,069
Acclaim	0	1,860	2,708	60,090	65,555
Voyager (trk.)	2,700	2,500	6,001	83,681	78,155
Voyager (Can. trk.)	1,800	2,251	5,070	93,279	88,651
Total Plymouth	**6,200**	**8,252**	**17,792**	**291,763**	**283,430**
Intrepid (Can.)	600	590	1,489	11,178	0
Daytona	350	439	938	12,190	6,575
Shadow	2,000	2,126	5,020	80,701	56,583
Dynasty	0	2,472	3,339	69,799	97,392
Spirit	0	1,777	2,408	56,742	62,292
Viper	15	14	34	211	0
Monaco (Can.)	0	0	0	0	8,364
Caravan (trk.)	2,750	2,900	6,906	108,186	91,754
Caravan (Can. trk.)	2,400	3,005	6,867	133,889	117,038
Caravan C/V (trk.)	50	50	133	2,445	2,830
Caravan C/V (Can. trk.)	50	82	172	5,075	12,915
Dakota (trk.)	3,400	3,650	8,532	120,373	76,249
Ram pickup (trk.)	1,100	1,100	2,681	46,431	61,117
Ram wagon (Can. trk.)	300	371	807	17,249	16,259
Ram van (Can. trk.)	1,250	1,622	3,526	57,341	35,248
Total Dodge	**14,265**	**20,198**	**42,850**	**721,810**	**644,616**
Vision (Can.)	250	173	514	5,378	0
Premier (Can.)	0	0	0	0	8,752
Cherokee (trk.)	3,000	3,027	7,227	113,229	120,303
Comanche (trk.)	0	0	0	952	4,323
Grand Cherokee (trk.)*	4,850	4,256	10,664	83,666	1,539
Briarwood (trk.)	0	0	0	330	2,280
Wrangler (trk.)	1,550	1,547	3,748	17,765	0
Wrangler (Can trk.)	0	0	0	28,962	50,263
Total Jeep-Eagle	**9,650**	**9,005**	**22,152**	**250,382**	**187,480**
Total U.S. car	**4,065**	**13,235**	**22,621**	**434,127**	**399,609**
Total Can. car	**1,700**	**1,868**	**4,516**	**22,030**	**17,116**
Total U.S. truck	**19,900**	**19,632**	**47,262**	**592,814**	**441,981**
Total Can. truck	**5,800**	**7,331**	**16,441**	**335,795**	**320,374**
CHRYSLER CORP.	**31,465**	**42,066**	**90,840**	**1,384,786**	**1,179,080**
Escort	0	0	2,350	146,612	166,110
Mustang	2,825	2,812	5,637	77,360	71,091
Tempo	1,803	0	2,843	108,369	91,955
Tempo (Can.)	2,780	3,423	7,374	100,024	87,314
Taurus	9,117	9,878	23,509	342,203	265,622
Thunderbird	2,859	2,756	6,769	75,017	61,242
Crown Victoria (Can.)	1,810	0	2,642	85,179	76,323
Aerostar (trk.)	5,010	5,005	12,017	159,927	141,352
Bronco (trk.)	720	0	1,012	20,783	15,534
Explorer (trk.)	6,691	6,509	15,880	243,364	225,370
Mazda Navajo (trk.)	154	151	305	3,287	9,670
Econoline (trk.)	0	0	1,798	150,854	113,195
Heavy (trk.)	1,010	999	2,411	37,473	26,602
Light truck (trk.)	9,901	7,740	21,526	358,807	260,249
Light truck (Can. trk.)	2,439	3,074	6,742	101,046	75,849
Ranger (trk.)	7,780	6,417	16,044	182,343	222,396
Total Ford Division	**54,899**	**48,764**	**128,859**	**2,192,648**	**1,909,873**
Topaz	1,357	0	2,077	50,720	37,918
Topaz (Can.)	1,032	1,198	2,732	40,235	29,023
Cougar	1,221	1,324	3,311	47,630	46,234
Sable	2,713	2,751	6,232	102,199	86,375
Grand Marquis (Can.)	2,050	0	3,025	86,078	85,618
Mercury Villager (trk.)	712	962	2,022	11,871	0
Nissan Quest (trk.)	431	564	1,201	7,090	0
Total Mercury	**9,516**	**6,799**	**20,599**	**345,823**	**285,168**
Continental	842	848	2,029	32,001	45,449
Mark VII	521	490	1,011	3,391	7,969
Town Car	2,530	2,542	6,089	95,873	106,896
Total Lincoln	**3,893**	**3,880**	**9,129**	**131,265**	**160,314**
Total L-M Division	**13,409**	**10,679**	**29,728**	**477,088**	**445,482**
Total U.S. car	**25,788**	**23,401**	**61,857**	**1,081,375**	**986,860**
Total Can. car	**7,672**	**4,621**	**15,773**	**311,516**	**278,278**
Total U.S. truck	**32,409**	**28,347**	**74,214**	**1,175,799**	**1,014,368**
Total Can. truck	**2,439**	**3,074**	**6,742**	**101,046**	**75,849**
FORD MOTOR CO.	**68,308**	**59,443**	**158,586**	**2,669,736**	**2,355,355**
Skylark	1,002	1,209	2,611	48,070	9,213
Century	2,392	1,910	4,789	68,173	78,554
Regal (Can.)	1,800	1,789	4,643	79,872	101,847
Riviera	301	247	655	9,455	39,324
Park Avenue	288	352	1,012	46,031	39,763
LeSabre	3,614	3,571	8,571	130,480	87,638
Roadmaster sedan	459	551	1,290	35,351	54,909
Roadmaster wagon	259	0	259	7,603	19,767
Reatta	0	0	0	0	1,205
Total Buick	**10,115**	**9,629**	**23,830**	**425,035**	**432,220**
Eldorado	743	655	1,636	25,174	10,217
Seville	1,277	1,120	2,824	38,364	19,235
Brougham	1,197	1,033	2,610	9,390	17,226
DeVille	3,719	3,454	7,947	93,106	127,552
Allante	64	64	154	1,858	2,440
Total Cadillac	**7,000**	**6,326**	**15,170**	**167,892**	**176,671**
Cavalier	6,085	4,959	13,037	165,559	205,034
Camaro	0	0	0	47,762	44,281
Camaro (Can.)	15	15	36	131	0
Corsica-Beretta	4,800	4,322	10,789	152,569	193,776
Lumina (Can.)	5,500	5,514	13,464	188,106	191,113
Caprice	2,625	803	3,713	81,783	108,279
Corvette	480	484	1,118	17,507	16,939
Astro (trk.)	2,821	2,783	6,642	115,510	79,952
Blazer (trk.)	363	530	1,132	20,386	5,790
Lumina APV (trk.)	1,103	1,046	2,539	37,334	38,467
Mediums (trk.)	0	141	204	5,796	1,654
P-model (trk.)	428	396	973	16,994	15,607
Pickup (trk.)	6,269	6,505	15,285	232,261	235,476
Pickup (Can. trk.)	3,500	3,441	8,257	142,075	113,959
S10 (trk.)	4,861	4,653	11,410	161,742	209,589
S10 Blazer (trk.)	2,631	2,666	6,362	102,522	34,727
Sportsvan (trk.)	527	527	1,179	14,278	34,556
Sportsvan (Can. trk.)	1,500	1,511	3,661	58,774	42,578
Suburban (trk.)	2,217	2,128	5,094	54,062	21,235
Total Chevrolet	**45,725**	**42,424**	**104,894**	**1,615,153**	**1,583,911**
Achieva/Calais	536	492	1,256	77,192	34,616
Cutlass Ciera	4,275	3,669	9,186	107,879	82,124
Cutlass Ciera (Can.)	0	0	0	0	41,161
Cutlass Supreme	2,370	2,341	5,621	64,940	86,520
Toronado	0	0	0	3,274	4,220
Eighty Eight	1,092	1,089	2,630	54,150	71,438
Custom Cruiser wag.	0	0	0	2,077	7,024
Ninety Eight	736	584	1,373	19,970	63,717
Silhouette (trk.)	346	401	841	11,220	16,517
Bravada (trk.)	195	176	439	9,330	11,991
Total Oldsmobile	**9,550**	**8,752**	**21,346**	**350,032**	**419,328**
Sunbird	2,350	1,752	4,831	67,054	95,756
Grand Am	5,800	4,740	11,880	201,260	104,810
Firebird	0	0	0	17,116	16,913
Firebird (Can.)	10	10	24	89	0
Grand Prix	2,531	2,509	6,052	90,373	89,293
Pontiac 6000	0	0	0	0	19,939
Bonneville	921	872	2,380	73,982	64,356
Trans Sport (trk.)	641	596	1,534	31,948	24,127
Total Pontiac	**12,253**	**10,479**	**26,700**	**481,822**	**415,194**
Yukon-Jimmy (trk.)	191	48	386	6,739	1,655
Medium (trk.)	0	273	394	15,335	3,349
P-model (trk.)	27	27	70	1,733	1,939
Pickup (trk.)	1,912	2,449	5,159	88,371	96,436
Pickup (Can. trk.)	1,300	1,272	3,074	52,266	42,158
Syclone-Sonoma (trk.)	1,237	1,336	3,024	41,418	48,347
Typhoon-S15 Jimmy (trk.)	989	1,002	2,384	33,261	12,524
Safari (trk.)	1,031	1,048	2,571	46,502	32,150
Suburban (trk.)	811	909	2,050	28,914	17,055
Vandura (trk.)	324	332	716	7,404	15,208
Vandura (Can. trk.)	425	425	986	24,229	17,576
Total GMC	**8,247**	**9,121**	**20,816**	**346,172**	**288,397**
Total Saturn*	**4,500**	**4,786**	**11,000**	**166,729**	**75,055**
Total U.S. car	**54,416**	**47,482**	**119,222**	**1,924,231**	**1,891,133**
Total Can. car	**7,325**	**7,328**	**18,107**	**268,280**	**334,121**
Total U.S. truck	**28,924**	**29,072**	**70,388**	**1,083,060**	**958,351**
Total Can. truck	**6,725**	**6,649**	**15,979**	**277,344**	**216,271**
GENERAL MOTORS	**97,390**	**91,431**	**223,697**	**3,552,835**	**3,399,876**
Can. car	0	0	0	70,278	88,416
Can. trk.	0	0	0	43,245	41,505
CAMI†	**0**	**0**	**0**	**113,523**	**129,921**
DIAMOND-STAR†	**2,848**	**2,769**	**6,732**	**115,137**	**123,297**
Civic	2,350	2,144	5,352	81,911	65,583
Civic (Can.)	1,440	1,650	3,690	85,212	85,823
Accord	6,400	6,909	16,129	302,393	299,980
Total U.S. car	**8,750**	**9,053**	**21,481**	**384,304**	**365,563**
Total Can. car	**1,440**	**1,650**	**3,690**	**85,212**	**85,823**
HONDA	**10,190**	**10,703**	**25,171**	**469,516**	**451,386**
HYUNDAI Sonata (Can.)	**400**	**568**	**1,190**	**9,773**	**20,894**
AUTOALLIANCE†	**6,020**	**4,962**	**12,181**	**118,153**	**132,427**
U.S. trk.	1,585	417	2,633	54,324	52,660
Can. trk.	206	239	551	7,455	5,585
NAVISTAR	**1,791**	**656**	**3,184**	**61,779**	**58,245**
Altima	2,930	2,853	6,892	26,203	0
Sentra	2,380	2,382	5,699	97,357	107,956
Pickup (trk.)	2,760	2,757	6,626	107,980	106,722
NISSAN	**8,070**	**7,992**	**19,217**	**231,540**	**214,680**
Geo Prizm	1,750	1,694	3,974	59,733	73,874
Toyota Corolla	2,100	1,994	4,628	82,305	84,389
Toyota Pickup (trk.)	2,000	2,317	5,095	57,183	582
NUMMI	**5,850**	**6,005**	**13,697**	**199,221**	**158,845**
Legacy	1,160	1,107	2,738	47,635	46,620
Pickup (trk.)	565	585	1,368	20,158	21,290
Rodeo (trk.)	935	976	2,273	34,919	23,506
Total U.S. car	**1,160**	**1,107**	**2,738**	**47,635**	**46,620**
Total U.S. trk.	**1,500**	**1,561**	**3,642**	**55,077**	**44,796**
SUBARU-ISUZU	**2,660**	**2,668**	**6,380**	**102,712**	**91,416**
Camry	5,000	4,958	11,754	195,575	147,816
Corolla (Can.)	1,300	1,324	3,073	54,013	53,282
TOYOTA	**6,300**	**6,282**	**14,827**	**249,588**	**201,098**
VOLVO 740,940 (Can.)	**96**	**120**	**264**	**5,199**	**6,283**
AM GENERAL (trk.)	**300**	**300**	**720**	**20,240**	**16,690**
MISCELLANEOUS (trk.)**	**1,920**	**1,920**	**4,608**	**129,296**	**109,920**
Total U.S. car	**117,207**	**115,890**	**279,779**	**4,566,135**	**4,359,546**
Total Canada car	**19,933**	**17,479**	**48,612**	**826,221**	**884,213**
Total U.S.-Canada Car	**137,140**	**133,369**	**328,391**	**5,392,356**	**5,243,759**
Total U.S. truck	**91,298**	**87,223**	**215,189**	**3,275,773**	**2,746,070**
Total Canada truck	**15,170**	**17,293**	**39,713**	**754,885**	**659,584**
Total U.S.-Canada truck	**106,468**	**104,516**	**254,902**	**4,048,658**	**3,405,654**
TOTAL U.S.	**208,505**	**203,113**	**494,968**	**7,841,908**	**7,105,616**
TOTAL CANADA	**35,103**	**34,772**	**86,325**	**1,581,106**	**1,543,797**
TOTAL U.S.-CANADA CAR & TRUCK	**243,608**	**237,885**	**581,293**	**9,433,014**	**8,649,413**

e-Estimate

*1991 figures reflect Grand Wagoneer production.

†CAMI includes Geo Metro and Suzuki Swift cars and Geo Tracker and Suzuki Sidekick trucks; Diamond-Star includes Eagle Summit and Talon, Mitsubishi Eclipse and Mirage and Plymouth Laser; AutoAlliance includes MX-6, 626 and Ford Probe.

**Estimates for Mack, Volvo-White, Kenworth, Peterbilt, Freightliner, Mercedes-Benz

Source: Automotive News Data Center

Truck build hits 4 million

ANNE E. WRIGHT
Chief Statistician

Truck production in the United States and Canada topped the 4 million mark last Friday, nearly two months earlier than that total was reached in 1991.

U.S. truck production totaled 91,298 last week, 4.7 percent ahead of the prior week and 1.3 percent ahead of the year-ago week.

Year-to-date U.S. truck production is 3,275,773, 19.3 percent ahead of the 2,746,070 assembled at this point in 1991.

In Canada, truck production totaled 15,170 last week, 12.3 percent below the prior week and 15.2 percent below the same week in 1991.

Car production in the United States was 117,207 last week, 1.1 percent above the prior week and 14.6 percent below the same week in 1991.

Since the beginning of the year, 4,566,133 cars have been assembled in the United States, 4.7 percent ahead of the 4,359,546 assembled at this point last year.

Canadian car production totaled 19,933 last week, 14.0 percent above the prior week and 9.7 percent below the year-ago week.

So far in 1992, the Canadian car total is 826,221, 6.6 percent behind the 884,213 produced in 1991.

Last week's scheduled U.S. car and truck production was shared as follows:

General Motors, 39.9 percent; Ford Motor Co., 27.9 percent; Chrysler Corp., 11.5 percent; Honda of America Manufacturing Inc., 4.2 percent; Nissan Motor Manufacturing Corp., 3.9 percent; AutoAlliance International Inc., 2.9 percent; New United Motor Manufacturing Inc., 2.8 percent; Toyota Motor Manufacturing (U.S.A.), 2.4 percent; Diamond-Star Motors Corp., 1.4 percent; Subaru-Isuzu Automotive Inc., 1.3 percent; miscellaneous, 0.9 percent; Navistar International Corp., 0.8 percent and AM General, 0.1 percent.

Ford scheduled daily overtime last week at the Atlanta and Chicago car plants. Both plants produce the Ford Taurus and the Mercury Sable and have operated daily overtime since start-up of the 1993 model production in early August.

Five of Ford's truck plants also worked daily overtime last week: Louisville, Ky.; Twin Cities (St. Paul, Minn.); St. Louis; Kansas City, Mo.; and Edison, N.J.

GM will idle the Detroit truck assembly plant this Thursday due to slow sales and high inventory levels. The plant will resume production on Monday, Oct. 26.

Chrysler's St. Louis, Jefferson Ave. North (Detroit), and Windsor, Ontario, truck plants scheduled overtime last Saturday.

Last Monday all Canadian assemblies were closed in observance of the Canadian Thanksgiving holiday.